What is an SKG?

• It is a Specialist Knowledge Group set up and supported by the CIPS Knowledge Team

• The purpose is to keep CIPS informed of current issues through a network of members with experience and knowledge in a specialist area, and provide input into CIPS guidance papers where requested

• To act as a Forum to generate content on Marketing and make it accessible to all CIPS members
Other SKG’s that are accessible.

- CIPS currently supports the following SKGs:
  
  **Sector specific groups**
  - Professional Services
  - Charities
  - Public Services
  - Utilities

  **Category specific groups**
  - Energy & Water
The Marketing Procurement SKG

• Created in 2005 in order to advise and develop best practice in the Marketing Procurement arena for the benefit of CIPS members

• The Group has both client and supplier side members from private, public sector and charity organisations all of which have a high interest in the development of best practice which deliver increased value in this specialist and high profile area of commercial spend

• We aim to create sustainable relationships with stakeholders, suppliers and trade bodies

• We welcome any current CIPS member with an active role in Marketing Procurement to join us
The Marketing Procurement SKG Members
(those that are allowed to publish their involvement)

[Logos of various companies]
What are the SKG aims?

• On behalf of the procurement profession, the SKG will develop best practice guidance to CIPS, and provide strategic insight around Marketing Procurement

• **Formal links** with related organisations in the Marketing Procurement sphere

• **The Group will:**
  – Address important “issues of the day”
  – Strive to support CIPS in its drive for continuous improvement in the capability of Procurement Professionals
  – Raise awareness of excellence in Marketing Procurement
  – Provide CIPS with advice and guidance to communicate and encourage the adoption of best practice in the industry across all key Marketing expenditure categories
What will the SKG offer members?

• **Build a professional network** to ascertain what Marketing Procurement Professionals want and need from CIPS and the SKG

• **Use of social media tools** to share information and encourage debate

• **Understand the common agendas** with key trade bodies to facilitate the advancement of best practice procurement

• **The opportunity to contribute**, review and update documentation on the CIPS website

• **To enhance the profession** through attending CIPS Branch meetings to raise awareness of the SKG and encourage wider participation
What will the SKG offer members?

• **Provide input** into the CIPS overall syllabus, as requested

• **Have a proactive public image** working with CIPS PR department to raise the profile and debate of Marketing Procurement

• **Regular meetings** to discuss current key issues and engage with guest speakers to ensure continual market trend awareness

• **Please note** that your commitment to the SKG requests that you attend at least 2 meetings per year, failure to attend 3 meetings in a row may result in engagement with the group being removed

• **Please note** that the Marketing SKG is open only to CIPS members who have active membership in place with CIPS