

Top Ten Reasons to Join the Charlotte AMA Chapter

1 - Attend monthly meetings

The Charlotte Chapter monthly meetings are where members connect to exchange information and ideas about what's happening in marketing. It's an invaluable tool for knowledge building and networking alike. Meetings are held the second Wednesday of the month. For a look at upcoming meeting topics, dates and location, [click here](#).
Cost: \$20 for members, \$35 for non-members and registration at the door.

2 - Connect with Special Interest Group (SIG) Roundtables

Like-minded people are hard to find. Fortunately, we've done the legwork for you. The Charlotte Chapter's Special Interest Groups (SIG) Roundtables are an opportunity to MEET professionals with common marketing interests, SHARE expertise around current trends and burning issues, and GROW your marketing toolbox with ideas that you can take back to the office. For a look at upcoming meeting topics, dates and location, [click here](#).
Cost: free for members, \$5 for non-members.

You can also connect with a national SIG. Start tapping into this amazing resource that you signed-up for when you completed your membership application. [Click here](#) to get involved with your SIG today.
Cost: free for members, not available for non-members.

3 - Tap into job search support

Whether you're looking for advice, plotting your next move, or trying to attract new talent, we've got you covered. Check out our job search resources.,

[Career Center](#)

[Local Job Bank](#)

[Charlotte Job Seekers SIG](#)

Cost: free to members and non-members.

4 - Stay current with our social media groups

Follow us both nationally (AMA) and locally (CAMA) for regular updates on LinkedIn, Facebook and Twitter.

Links to local Charlotte Chapter groups:

[LinkedIn](#)

[Twitter](#)

[Facebook](#)

[CAMA Blog](#)

Cost: free to members and non-members.

Links to National AMA groups:

[LinkedIn](#)

Cost: free to members only.

[Facebook](#)

[Twitter](#)

Cost: free to members and non-members

5 - Access resources on MarketingPower.com and CharlotteAMA.com

Check out an AMA Webcast or Podcast

Access a wealth of information from marketing thought leaders on today's most pressing industry topics as well as an extensive archive of previous content. These recent posts are a great place to start. You can check out the entire Multimedia Gallery, [here](#).

Cost: free to members.

Read white papers and best practices

Your membership gives you access to exclusive content (and great thinking). You can visit the Resource Library, [here](#).

Cost: free to members

6 - Subscribe to AMA E-newsletters

We bring insight right to your inbox. Whether it's the local Chapter's e-newsletter or AMA's flagship newsletter, *MarketingPower Today*, *Marketing News Exclusives*, *B2B Marketing* or any of our series of AMA Access newsletters, we have the information you need.

Sign-up to receive the Charlotte Chapter's newsletter. [Click here](#).

Cost: free to members and non-members.


Check out all of our AMA newsletters, [here](#).

Cost: free to members.

7 - Stay up to date with marketing specific publications

Read the latest *Marketing News* articles

Whether you get it online or offline, *Marketing News* looks at the issues driving marketing today, including strategy, innovation, best practices, branding, technology and globalization. Access the latest *Marketing News* articles or check out the [Marketing News Blog](#)

[Subscribe to this feed](#) 

8 - Review your latest edition of Marketing Management

Marketing Management's pages are packed with insight on the strategic issues that marketing managers face every day, as well as case studies and interviews with marketing executives. Access recent online editorials from Marketing Management.

Cost: free to members.

9 - Attend a Face to Face event or conference

AMA conferences and training opportunities give you the time, resources, and training you need to learn new skill sets and tackle new developments in the field. With over 70 events each year, the AMA provides the volume and breadth of topics marketers need to stay current and competitive. You can view all upcoming events, [here](#).

Cost: Price varies by event – discounts available for members.

10 - Meet other members looking to get more involved at a Member Orientation

Whether you've recently joined the Charlotte AMA or been a member for awhile, learn more about the Charlotte AMA chapter, meet other members and find out about the benefits available to you. And if you are interested in jumping right in and donating your time and energy, we will also share our current list of volunteer opportunities, so you can get the most out of your membership immediately. [Learn more](#) about our next Membership Orientation or [RSVP](#). *Cost: Free to prospective members and members.*