

January 1, 2018

SHRM-Atlanta Professional Associate Members Rules of Engagement

Welcome! SHRM-Atlanta Professional Associate Members are an incredible asset and addition to the SHRM-Atlanta community of Greater Atlanta's HR professionals. Professional Associate Members serve in many capacities in support of SHRM-Atlanta's mission, including volunteering, taking on leadership roles, participating as speakers/facilitators and serving as members of our Board of Directors.

Here at SHRM-Atlanta, we pride ourselves on our ability to foster community. Please reference the below as guidelines on how to effectively network with SHRM-Atlanta's HR Practitioners during any SHRM-Atlanta meeting or event. These rules of engagement have been crafted to help you build successful relationships with our HR Practitioners.

Rules of Engagement

- 1. ORIENTATION:** We strongly encourage all new members to attend Orientation. The Professional Associate Members Orientation schedule can be found on the SHRM-Atlanta website or by contacting our office.
- 2. DEVELOP RELATIONSHIPS FIRST:** Remember, Human Resources Practitioners are in the business of building relationships. Developing a relationship is more important than closing a deal to these professionals. Focus your efforts on getting to know them, their business and their needs. This will lead to rapport building and result in trust.
- 3. GET INVOLVED:** SHRM-Atlanta is a hands-on community full of HR Practitioners proud of their work in the field of Human Resources. Serving in volunteer roles that support the organization show your dedication to SHRM-Atlanta, the field of HR and our members. These efforts rarely go unnoticed!
- 4. AVOID THE HARD-SELL:** Let's face it, no one wants to be pitched to while participating in an educational program and/or enjoying a few refreshments. Remember the skills you've learned in consultative selling and throughout your career.
- 5. RESPECT OUR RESOURCE PARTNERS:** Our resource partners make a financial investment to become part of our organization's events as sponsors and exhibitors. Their monetary contribution allows them to promote their product(s) at the program they are supporting. We are always looking for new Resource Partners and encourage you to network with them to find out about the benefits and ROI of being elevated to Resource Partner status with SHRM-Atlanta.

A special subset of Professional Associate Members also serves the SHRM-Atlanta community as Resource Partners. SHRM-Atlanta Resource Partners not only provide products and/or services that support HR professionals, including cutting-edge technologies, consultation services and several other useful tools, they also support the HR community and SHRM-Atlanta through paid advertising and sponsorship support. Resource Partners are seen as respected, credible solution providers to our lively community of 6,100 greater Atlanta professionals and 2,300 active members. Their monetary contributions directly impact SHRM-Atlanta's bottom line and allow the organization to continue to produce quality programming and educational opportunities at a cost-efficient price point.

A SHRM-Atlanta Professional Associate Member can become a SHRM-Atlanta Resource Partner by taking advantage of our vast array of advertising, marketing, and sponsorship offerings. Our annual prospectus outlines opportunities ranging from web-based marketing to in-person speaking engagements and thought leadership delivery. Customized packages and strategic business development options are also available.

We are excited to have you join us and hope these guidelines will serve as helpful tools while you grow with SHRM-Atlanta. [Jackie Choice](#), SHRM-Atlanta's Business Development Director, is available to discuss potential Resource Partner opportunities and would love to hear from you! Please don't hesitate to reach out with any questions, comments or concerns.

If you have questions around your SHRM-Atlanta Professional Associate Membership, please reach out to your SHRM-Atlanta PAM Onboarding Chair: [Deloris Tuggle](#).

Kindly,

Your SHRM-Atlanta Team