

Marketing the Profession Some Strategies that Work

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SUMMARY

Marketing of a professional association plays two roles, firstly to make the public aware of the services offered by members of the organization and secondly to ensure a steady stream of qualified practitioners to provide those services. The surveying profession like several other professional endeavors, has seen aging demographics and a shortage of young graduates in recent years. Geomatics offers exciting and challenging opportunities for young people but the problem is to cut through the technical smokescreen and entice new students based on simple concepts that they can easily understand and appreciate.

This presentation will review some of the successful marketing strategies that the Alberta Land Surveyors' Association has used to attract young students into what some might say is a dying profession. The paper will also address the broader area of marketing the profession to the public.