

Professional Associations/Networking Groups

What is a Professional Association?

A professional association (also called a professional body, professional organization, or professional society) is usually a [nonprofit organization](#) seeking to further a particular [profession](#), the interests of individuals engaged in that profession and the [public interest](#). (Wikipedia)

Why Join a Professional Organization?

- **Jobs:** Many professional organizations help their members find jobs, or at the least, offer up job listings that other members may be offering.
- **Mentoring:** Mentoring is the cornerstone of many professional organizations when it comes to working with younger members. You may never get in the room with someone at the top of your field, for a very long time. But professional organizations have the ability to pair you with someone much more experienced.
- **Professional Development:** Many organizations offer professional development via courses, workshops, publications, and information on their website shared only with members. They also keep members up to date on industry trends and how to deal with them. Some organizations (take the National Association of Black Journalists for example) offer news and print coverage of their annual conferences, run by students—which is an excellent opportunity to gain experience.
- **Networking:** Most organizations have an annual conference. This is an opportunity for you to mix and mingle with others in your field in both professional and leisure settings. There is also often a job fair where you can make contact and stay up to date with the very people who hire – even if they’re not hiring right now. In fact, some people find recruiters follow their career and stay updated when you stop by their booth at the job fair. They may be keeping an eye on you until they are ready to finally offer you a job.
- **Scholarships:** For the youngest of members (high school and college), scholarships may be the primary reason to join a professional organization. Many offer scholarships to the new members studying to enter the field. (MonsterCollege)

Advertising/Marketing/Public Relations

[Ad 2 Milwaukee](#)

[American Academy of Advertising](#)

[American Advertising Federation](#) (AAF)

[American Marketing Association](#) (AMA)

[American Marketing Association Madison](#)

[Association of National Advertisers](#)

[Black Public Relations Society of Chicago](#)

[Business Marketing Association](#)

[Chicago Advertising Federation](#) (CAF)

[Chicago Association of Direct Marketing](#)

[Chicago Interactive Marketing Association](#)

[Hispanic Public Relations Association](#)

[Interactive Marketing Association Alliance](#)

[Insurance Marketing & Communications Association](#)

[Milwaukee Interactive Marketing Association](#)

[Minnesota Interactive Marketing Association](#) (MIMA)

[National Agri-Marketing Association](#)

[National Black Public Relations Society](#)

[Publicity Club of Chicago](#) (PCC)

[Publicity Club of New York](#) (PCNY)

[Public Relations Society of America](#) (PRSA)

[Society for Marketing Professional Services](#)

[Society of Marketing Professional Services](#)

[United AdWorkers](#)

[Wisconsin Healthcare Public Relations & Marketing Society](#)

Broadcasting/Journalists/Reporting

[American Copy Editors Society](#)
[American Society of Media Photographers](#)
[Asian American Journalists Association](#)
[Associated Press Media Editors](#)
[Association of Food Journalists \(AFJ\)](#)
[Association of Magazine Media \(MPA\)](#)
[Broadcast Education Association \(BEA\)](#)
[Host Writer](#)
[International Food, Wine & Travel Writers Association](#)
[Investigative Reporters and Editors Inc.](#)
[Midwest Writers Association \(MWA\)](#)
[Milwaukee Press Club](#)
[National Association of Black Journalists](#)
[National Association of Broadcasters \(NAB\)](#)
[National Association of Hispanic Journalists](#)
[National Association of Science Writers](#)
[National Lesbian and Gay Journalists Association](#)
[National Press Photographers Association](#)
[National Religious Broadcasters \(NRB\)](#)
[National Society of Newspaper Columnists](#)
[Native American Journalists Association](#)
[North American Broadcasters Association \(NABA\)](#)
[Online News Association \(ONA\)](#)
[Radio Television Digital News Association \(RTDNA\)](#)
[Society of American Business Editors and Writers](#)
[Society of Environmental Journalists](#)
[Society of Professional Journalists](#)
[Wisconsin Broadcasters Association \(WBA\)](#)
[Wisconsin Newspaper Association \(WNA\)](#)

Communications/Event Planning

[Association for Women in Communications](#)
[Event Planners Association](#)
[Event Service Professionals Association](#)
[National Communication Association](#)
[New York Women in Communications](#)

Sports and Entertainment Related

[Associated Press Sports Editors \(APSE\)](#)
[Association for Women in Sports Media \(AWSM\)](#)
[Directors Guild of America \(DGA\)](#)
[Film and TV Professional Organizations](#)
[Guilds, Associations, Organizations and Societies](#)
[Hollywood Professional Association](#)
[Madison Media Professionals](#)
[National Association of Sportswriters](#)
[National Sports Media Association](#)
[National Sports Marketing Network](#)
[The Association of Entertainment and Marketing Professionals](#)

Tips

- Many [Professional Organizations](#) have regional and/or state or major city chapters
- [Professional Networking Groups](#)
- [Meetup Groups](#)
- Young Professional Groups – Google Young Professionals and Your City
- [Magnet](#) (in Madison, WI): A Young Professional Group