

SMPS DC Marketing Communications Awards 2019 Entry Form

As marketers you put your heart into everything you do, and we're recognizing all that hard work, passion, and commitment with an awards program designed just for you. Show off your firm, your team, or yourself by submitting your best work to SMPS DC's 2019 Marketing Communications Awards program. Entries will be displayed at our annual Summer Celebration on June 4, 2019. Winners will be presented with awards for their exemplary work, including Best-in-Show. Event attendees can vote for a People's Choice Award, which will also be presented at the event.



NEW THIS YEAR: In addition to firm awards, SMPS DC is proud to announce the 2019 MCA Awards will feature individual awards for Marketer of the Year and Business Developer of the Year. Let's celebrate the best and brightest in our field!

DEADLINE: 5:00PM, Friday, May 10

Step 1: Read the detailed entry category descriptions and submittal instructions online at <https://smpsdc.org/awards-recognition/marketing-communications-awards>. This includes critical information on binders and display boards.

Step 2: Complete page one of the entry form listing all your submissions in all categories from one company. Print this completed form and insert in the front of each entry binder with printed copy of payment confirmation. Include a printed copy of this completed form with each entry. Please complete one entry form per company.

Name of firm: _____

Entered by: _____ Member number: _____

Address: _____

City, State, ZIP: _____ Country: _____

Phone: _____ Email: _____

Entry Categories:

- | | | |
|-------------------------|--------------------------|-----------------------------------|
| 1. Corporate Identity | 5. Holiday Piece | 9. Business Developer of the Year |
| 2. Website | 6. Social Media Campaign | 10. Marketer of the Year |
| 3. Promotional Campaign | 7. Video | |
| 4. Special Event | 8. Project Pursuit | |

Step 3: Review entry fee information below and submit payment online at <https://bit.ly/2IdWOiR>.

SMPS Member: \$150 First Entry; \$100 per Additional Entry

SMPS Non-Member: \$200 First Entry; \$150 per Additional Entry

Category #	Description of Entry	Entry Fee
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total Number of Entries: _____ Total Fee: _____

Step 4: Send entries and boards to Justin Jacobs, GORDON, 4501 Daly Drive, Chantilly, VA 20151
Re: SMPS DC 2019 Marketing Communications Awards.

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The responses to the following questions will be judged by our jurors while evaluating your entry. You may use bullets to list your answers.

If submitting for Business Developer of the Year or Marketer of the Year, please skip Questions 1-6 and respond to the appropriate Evaluation Criteria on Pages 8 and 10, respectively.

1. Marketing Objectives (75 words or less)

Identify your marketing goals by answering the following questions:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following:

- Marketing objectives
- Specify time frame
- Budget information
- Methodology for collecting and evaluating results

Word count: 0/75

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2. Target Audience (50 words or less)

Define the audience for this piece or program.

Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail or e-mail? If web site or video, what were your analytical goals?
- Characterize the composition, size, and location of your target audience (example: 250 CEOs and senior managers of the top 500 leaders of the California high-tech industry).

Word count: 0/50

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3. Research and planning (75 words or less)

Describe the market research conducted prior to planning your piece or program. Summarize your marketing plan efforts. Explain the production and delivery method.

Word count: 0/75

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4. Messaging (30 words or less)

What is the intended message of this entry?

Word count: 0/30

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5. Results (75 words or less)

Please answer the following questions:

- What was the ROI?
- Which actions did the target audience take after receiving your materials (testimonials/feedback)?
- What was your break-even goal for profit/loss, and did you achieve it?
- Did you meet your specific sales goals?
- Did you gain new clients as a result?

Word count: 0 / 75

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6. Creative Brief (250 words or less)

Please give a 250 word or less creative brief on your entry to convey to their jurors why your entry should win.

Word count: 0 / 250

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Business Developer of the Year

The Business Developer of the Year salutes an individual in the Washington, DC chapter who demonstrates excellence in professional services business development.

Who is eligible?

- Any individual who is a current member of the SMPS DC Chapter; and,
- Has been in a business development role at an AEC firm for at least five years
- Current SMPS DC board members are not Eligible

To submit your nomination, send this completed form and cover letter stating why the individual is being nominated, supported by no more than two additional pages of supporting documentation. If self-nominating, please include a letter of recommendation from a principal/executive at your firm.

Evaluation will be based on:

- Demonstrating their approach to identifying and developing strategic, innovative and mutually beneficial business strategies and relationships, resulting in significant, measurable growth for their firm
- Extraordinary accomplishments for which the individual was responsible
- Unique approaches to obtaining new clients and/or retaining existing clients
- Fostering a firmwide, holistic business development culture that encourages networking, relationship building, and client satisfaction
- Exhibiting leadership in the AEC community, conducting business with integrity and ethics, and cultivating respect for their firm and the industry as a whole
- Mentoring others

Submit this form and supporting documents in PDF format via email to Justin Jacobs – Chapter President by May 10 at 5:00 PM EST jjacobs@gordon.us.com.

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Business Developer of the Year: About the Nominee:

Name:

Title:

Company:

Address:

Phone:

Email:

SMPS member since:

SMPS DC Chapter member since:

Years of A/E/C experience:

SMPS member number:

Does the nominee know he/she is being nominated? YES/NO

Name of Person Submitting nomination (If not self-nominating, please include relationship to nominee:

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Marketer of the Year

The Marketer of the Year salutes an individual in the Washington, DC chapter who demonstrates excellence in professional services marketing.

Who is eligible?

- Any individual who is a current member of the SMPS DC Chapter; and,
- Has been in a marketing role at an AEC firm for at least five years
- Current SMPS DC board members are not Eligible

To submit your nomination, send this completed form and cover letter stating why the individual is being nominated, supported by no more than two additional pages of supporting documentation. If self-nominating, please include a letter of recommendation from a principal/executive at your firm.

Evaluation will be based on:

- Demonstrating high standards within six domains of practice (including market research, marketing planning, client and business development, proposals, promotional activity, and management)
- Accomplishments, measurable results, benefits and how they exemplify marketing excellence
- High level of success through various metrics including proposal hit rates, promotional activity, brand awareness, etc.
- Extraordinary accomplishments for which the individual was responsible
- Innovative approaches that added value to the firm
- Exhibiting leadership in the AEC community
- Mentoring others

Submit this form and supporting documents in PDF format via email to Justin Jacobs – Chapter President by May 10 at 5:00 PM EST jjacobs@gordon.us.com.

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Marketer of the Year: About the Nominee:

Name:

Title:

Company:

Address:

Phone:

Email:

SMPS member since:

Years of A/E/C experience:

SMPS member number:

Does the nominee know he/she is being nominated? YES/NO

If not a self-nomination, submitted by: