





Call for Entries

COMMUNICATIONS AWARDS

 Early Entries Due
April 30, 2020
Save \$50!

 Final Entries Due
May 15, 2020

Nominations for
**New Member & Marketing
Professional of the Year**
Due April 30, 2020

Submittal Requirements

ENTRY REQUIREMENTS

- Fill out the online application form for the desired category(ies)
- Upload any supporting materials with your application (i.e. images, links, etc.)

DUE DATE:

- To receive the early discount rate for submittals, submit by Friday, ~~April 17th~~ **April 30th**
- Late entries will be accepted for an additional fee until ~~May 1st~~ **Friday, May 15th**

Deadlines Extended!

SUBMITTAL FEES

- | | |
|----------------------------------|---|
| • Member Early Discount Rate | \$200 first entry; \$125 per additional entry |
| • Non-Member Early Discount Rate | \$230 first entry; \$150 per additional entry |
| • Final Member Rate | \$250 first entry; \$155 per additional entry |
| • Final Non-Member Rate | \$275 first entry; \$205 per additional entry |

ELIGIBILITY

- Any materials created after January 2019
- **Anyone or any company who was involved in the creation of the materials entered – you do not have to be an SMPS member**
- If submitting material from a firm where you were previously employed, or submitting as a consultant, written permission from the firm must be submitted with the entry

NOTIFICATION AND NEXT STEPS

Entrants will be notified in mid-May. Any entrant can submit a digital PPT slide to be included in the online voting for People's Choice Award. All slides must include entry title, entry category, and the submitting firm's name. Include a JPG file of presentation for use in awards presentation (if your firm has won an award).

JUDGING CRITERIA AND SCORING

Judges are selected for their expertise in marketing and communications as well as their experience in the AEC industry. They will judge and score each entry based on the following criteria:

- Creative Brief - 15 Points
- Marketing Objectives - 20 Points
- Research/Planning - 10 Points
- Content Messaging - 15 Points
- Content Deliverable - 10 Points
- Results - 20 Points

Based on [SMPS National Judging Criteria and Scoring](#)

QUESTIONS?

Contact Britt-Anya Bursell – Director of Special Events
HMMH
Tel: 781-852-3121
E-mail: bbursell@hmmh.com

Entry Categories

CORPORATE IDENTITY A consistent graphic image applied to your firm's print and/or digital collateral materials for rebranding or new corporate identity treatment purposes. For rebranding entries, submit a before-and-after representative sampling of materials that convey your firm's corporate identity. For new identity entries, submit a representative sampling of materials that convey your firm's new corporate identity. Both types of submissions may include logo application such as letterhead, business cards, brochures, newsletters, and note cards. If available, a link to the corporate identity manual or graphics standards should be included.

SPECIAL EVENT MARKETING A print or digital piece produced for one-time use to promote a special event, including but not limited to an anniversary, office opening, dedication, conference, or tradeshow participation (including exhibition materials and booth design), or ground breaking. Submit a pdf of the materials. Include images of the original packaging if possible and include a web link to view original digital components online.

Please note: Videos entered under Special Event Marketing cannot also be entered under the video category.

SOCIAL MEDIA Any marketing effort that utilizes online social media tools to provide a platform for thought leadership, collaboration, and user interaction. Platforms can include Facebook, Twitter, LinkedIn, Instagram, blogs, podcasts, apps, and other comparable mediums.

WEBSITE An external website or mobile site that promotes your firm or has been launched by your firm for a specific project. Please specify if your entry is for an external or internal website.

- » External: An external, public website that either promotes your firm or has been launched by your firm for a specific project.
- » Internal: Internal websites or intranets that have been launched for the purpose of your firm's internal communications.

HOLIDAY PIECE (digital or print) A celebratory piece produced for one-time use to promote a generally recognized holiday; examples include a greeting card/video, client appreciation gift, calendar or party invitation.

BRAND AWARENESS CAMPAIGN Comprehensive multi-tactic campaign that takes place over an extended period of time to promote brand awareness of your firm. The campaign must include a combination of tactics and media—print, digital, or multimedia, as well as implementation strategies. Submit a marketing plan describing campaign focus and objectives and any collateral pieces and multimedia aspects of the program. If media relations was part of the campaign, please include releases/media kits/features developed and a list of results. Include photographs of any materials and include a web link to view original digital format components online.

MARKETING COLLATERAL Print or electronic external marketing collateral. Examples may include a brochure, proposal layout redesign, corporate mailing (print or digital), magazine, report, external newsletter, or book/monograph.

INTERNAL COMMUNICATIONS Any print or digital communications vehicle intended for an employee audience, including but not limited to a recognition program, awards program, newsletter, or communications associated with mergers, acquisitions, or new business-line initiatives.

VIDEO Any video created for pursuing a project or external communication purposes. Submit a web link to view online or in original format. While judges will view video online, please include 5–10 pages (screenshots/stills) from your video for their reference during deliberation.

RECRUITMENT AND RETENTION COMMUNICATIONS A program designed to recruit potential and retain current employees through print and/or electronic communications, including but not limited to ads, brochures, form letters, pamphlets, postcards, announcements, and e-mail promotions. Submit a pdf of all the pieces in the communications program. For digital pieces, including a web link to view original digital components online.

CATEGORY REQUIREMENTS

Required responses and requirements for each category address:

- Creative Brief that describes why your entry should win (250 words or less):
- Marketing Objectives (75 words or less)
- Audience
- Market Research and Marketing Plan (100 words or less)
- Messaging (50 words or less)
- Results (100 words or less)

•ADDITIONAL HONORS

All entries submitted to the preceding categories are automatically considered for the following honors:

- Best In-House Design
Work designed by full-time, in-house employee(s) of the submitting firm.
- Best in Show
Judges will select from the first place entries in all categories for the 2020 Best in Show Award.
- Best in Show-Small Firm
Work completed by small firm with less than 50 employees).
- People's Choice
For the 2 weeks preceding the Awards Gala, digital presentations for each entry will be posted for online voting by registered attendees.

INDIVIDUAL HONORS

Marketing Professional of the Year

Honors an AEC Marketing Professional with at least seven years of marketing experience who has significantly contributed to the success of his/her firm and actively participates as a member in the SMPS Boston Chapter.

ENTRY SUBMISSION

- Two part process
 1. **Nomination:**
The nominator should submit the associated form for the candidate they wish to nominate.
 2. **Second Stage Submission:**
The nominated candidate will receive notification and a link to the entry form. A file including a recent headshot, supporting information (seven page maximum), a current resume, and a letter of recommendation (two page maximum) should be uploaded as part of the online submission.
- There is no fee associated with this entry

DUE DATES

- Nominations due: Friday, April 30th
- Second Stage Submissions due: Friday, May 22nd

JUDGING CRITERIA

A panel comprised of engaged and active SMPS Boston members will determine this year's recipient based on the candidate's contributions to the firm's marketing and business development success, using the following criteria:

- Been an integral part of the development of the firm's strategic marketing plan
- Contributed to the overall management of the firm's administrative support
- Developed or been an integral part of the firm's business development strategy
- Led a results-oriented marketing and communications strategy
- Developed effective marketing materials
- Been recognized by clients or in the profession for innovative marketing techniques
- Developed and implemented internal professional development program(s) related to marketing, business development, or client maintenance
- Contributed to the growth, visibility, and advancement of the marketing profession by fostering involvement in SMPS

AWARD

The winner of the Marketing Professional of the Year will receive entry to the 2021 Build Business Conference and the 2021 SMPS Boston Awards Gala.

INDIVIDUAL HONORS

New Member of the Year

Honors a new SMPS Boston Chapter Marketing Professional with less than two years of membership who demonstrates a high level of commitment and enthusiasm.

Please contact Britt-Anya Bursell for a list of eligible candidates.

ENTRY SUBMISSION

- Two part process

1. Nomination:

The nominator should submit the associated form for the candidate they wish to nominate.

2. Second Stage Submission:

The nominated candidate will receive notification and a link to the entry form. A file including a recent headshot, supporting information (seven page maximum), a current resume, and a letter of recommendation (two page maximum) should be uploaded as part of the online submission.

- There is no fee associated with this entry

DUE DATES

- Nominations due: Friday, April 30th
- Second Stage Submissions due: Friday, May 22nd

JUDGING CRITERIA

A panel comprised of engaged and active SMPS Boston members will determine this year's recipient based on the candidate's contributions, committee participation, and overall involvement in the SMPS Boston Chapter.

AWARD

The winner of the New Member of the Year will receive entry to the 2021 Northeast Regional Conference and the 2021 SMPS Boston Awards Gala.