

SMPS
New York

SMPS NEW YORK LIBERTY AWARDS

Honoring Excellence in Marketing Communications
and Professional Achievement

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call
for entries



THE bold — THE brilliant — THE brave

Honoring Excellence in Marketing Communications
and Professional Achievement



Celebrating NY's Bravest

IN MARKETING, THAT IS

SMPS New York's Marketing Communications & Professional Achievement Awards recognize excellence in marketing communications and the outstanding achievements of top marketing professionals. Marketing Communications Awards (MCAs) are granted to AEC firms whose materials and campaigns most compellingly achieve their firms' marketing goals. Professional Achievement Awards recognize the exceptional accomplishments of individuals in our industry.

Marketing Communications Awards

- Website
- Feature Writing
- Brand Identity
- Social Media
- Promotional Campaign
- Direct Mail Program
- Specific Project Marketing
- Newsletter
- Event / Holiday Program

Professional Achievement Awards

- Vanguard of the Year: The Torch Award (15+ years)
- Marketer of the Year: The Crown Award (5 to 15 years)
- Rising Star of the Year: The Pedestal Award (<5 years)
- Mary Findlen Scholarship Grant (win a trip to Build Business 2018, the Society's national conference in San Diego!)
- Humanitarian of the Year Award
- Marketing Hero of the Year: Grace Under Pressure Award (2+ years)

More Chances to Win!

Winners of MCAs have the chance to win not one, but three awards. MCA finalists are required to provide a poster of their submission(s) for the People's Choice Award judging on the night of the Liberty Ball. Poster details will be sent to finalists in early May.

- People's Choice: On the night of the Liberty Ball, winning entry presentation boards will be displayed and attendees will have the opportunity to cast their ballots for the best overall submission.
- Best In Show: Judges will select from the first place entries in all categories for the 2018 Best in Show Award.

Submit Online!

You spoke, we listened! We are making it easier than ever to submit MCA entries! Upload your submissions to our online portal at:

<https://www.judgify.me/smpsnylibertyawards>

Please upload your application, clarification statement, digital copy of all materials, including a single .pdf of your entire submission and high-resolution versions of any images submitted.

For websites, include a link to your website, a site navigation map and screenshots of important pages. For social media, please include a link to your corporate account(s) and screenshots of important content / updates (e.g., tweets, posts).

Submission deadline:

04.30.18

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Show us what you've got!

Did your firm take a brave leap to flawlessly engage wide audiences with innovative marketing and communications strategies? Awesome, that's what we are looking for! The following categories will be considered for judging. Materials completed between January 2017 through December 2017 will be accepted for the 2018 competition. First Place and Honorable Mention will be given in each category above. Entry fees: \$150 (SMPS Members) \$200 (Non-Members)

WEBSITE

Your firm's online presence is one of its most important marketing tools. If you've implemented a new design for your external website and/or mobile site in the past two years, show off your designs here.

FEATURE WRITING

If a member of your firm is a real wordsmith, highlight his or her work! Submissions can include an article or white paper, published in print or online, written to meet a public relations objective..

BRAND IDENTITY

Has your company's brand gotten a makeover in the past two years? Submit your new graphic and/or marketing standard for review! Whether you've updated your firm's color scheme, format and/or layout of marketing collateral, we want to see your new look!

SOCIAL MEDIA

Social butterflies? We're looking for blogs, networking sites, content-sharing sites, or news sites that utilize the platform to promote your firm while engaging its audience. Some statistics to include: did you grow your client base with a targeted campaign or post? How do your shares, followers, retweets, represent your firm's social success?

PROMOTIONAL CAMPAIGN

Let us celebrate you! We are looking for a comprehensive, multi-channel campaign that took place over an extended period of time to promote a specific message, event, program or project. The campaign must include a combination of media - print, digital or multimedia - and implementation strategies.

DIRECT MAIL PROGRAM

Did your firm produce a successful direct mail program? Explain how you used a targeted campaign (e.g. video, pamphlets, postcards, emails, and/or announcements) to reach a specific target audience.

SPECIFIC PROJECT MARKETING

If your company went above and beyond to win a specific project, let us know what you did! Submissions can include one item or a series of items, including qualification packages, proposals, presentations, or leave-behinds.

NEWSLETTER

If you use an external, client-focused newsletter to highlight your firm's projects, new hires, successes, etc., submit your publication!

EVENT / HOLIDAY PIECE

Does your company have a knack for hosting events? If so, submit an event or holiday piece you're especially proud of! Think holiday cards, party invitations, giveaways, guest gifts, etc.



Clarification Statement Requirements

It's all in the details. A clarification statement must be uploaded with each entry and follow the order and guidelines listed below. Provide a synopsis with details regarding your campaign, project, or work that shows us clear, bold, and creative ideas that impacted your business or client in a positive way. Entries must be 12 pt font size, double-spaced, and cannot exceed two pages.

Marketing Objective

Goals: Clearly state your marketing goals. What did your firm hope to achieve with the piece or program? How did you measure results against marketing goals?

Target Audience: Define the audience for this piece or program. How many pieces were sent via mail or email? Characterize the composition, size, and location of your target audience (e.g., 250 CEOs and senior managers in the technology industry).

Factors considered during judging:

- Strategic marketing objectives clearly identified.
- Time frame and budget.
- Methodology for collecting and evaluating results
- Target market identified, including location, composition, and size.
- Tactical plan, including specific actions.

Content Messaging

Research, Planning, and Implementation: What is the intended message of this entry? Describe the market research conducted prior to planning your piece or program and explain the production and delivery method.

Factors considered during judging:

- Entry clearly conveys the marketing message to its audience.
- Project content aligns with the firm's established marketing objectives.
- Entry reflects the firm's strategic direction.
- Entry and clarification statement are free of grammatical errors and typos.

Content Delivery

Distinction: Explain the thought process used to make your piece or program stand out from other communications aimed at the target audience.

Factors considered during judging:

- Production and delivery methods show effective and innovative use of resources.
- Graphics demonstrate consistent use of composition, color, type, and/or illustrations.
- Printing techniques support the marketing message through selection of materials, such as paper, ink, finish, and/or binding.
- Digital techniques result in a functional and imaginative transmission to recipients working on desktops, laptops, or mobile devices.

The Results

Goals: How did your target audience react to the piece or program? Did you meet specific goals? Did you gain revenue and/or new clients as a result? Please include all relevant budget and cost data.

Factors considered during judging:

- Measurable return on investment (ROI) is presented.
- Outside testimonials are included as feedback.
- Lessons learned are noted and reviewed.
- Final cost meets project budget to cover all expenditures.
- Piece or program successfully integrated into the firm's overall sales efforts.



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m c a Application

SMPS New York recognizes AEC firms whose materials and campaigns achieve their marketing goals in a compelling way. Our program is open to both member and non-member firms whose offices are located within the New York, New Jersey, Long Island, or Westchester and the lower Hudson Valley regions. Any outside consultants used to develop materials, i.e. graphic designers, web developers, photographers, etc., should be identified.

- Website
- Feature Writing
- Brand Identity
- Social Media
- Promotional Campaign
- Direct Mail Program
- Specific Project Marketing
- Newsletter
- Event / Holiday Piece

Firm Name: _____

Address: _____

Website: _____

Consultants Used: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

SMPS Member No: _____

Submission deadline:

04.30.18

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Vanguard of the Year

THE TORCH AWARD

This award salutes a senior-level professional who actively promotes the strategic vision and values of the company and fosters a culture throughout his / her firm that encourages all staff, administrative or technical, to contribute to their Marketing, Business Development and Public Relations efforts. To be eligible, this candidate must be a mid-to-high level professional with the authority to make decisions for the firm and have at least 15+ years of industry experience (three at current firm). The candidate must also be an SMPS New York Member in good standing. Please note, current SMPS New York Board Members are not eligible to enter.

How should you apply?

- Upload a Nomination Form.
- Upload a 1-2 page letter 12 pt font that describes:
 - a. Who you are nominating and how you came into contact with his/her exemplary service?
 - b. How the candidate has been integral to his/her firm's marketing/business development strategy and/or been recognized in the profession for his/her leadership ability.
 - c. His/her involvement and support of the SMPS New York Chapter.
 - d. How the candidate has demonstrated his/her commitment to at least three of the following five areas:
 1. Supports Marketing
 2. Encourages Professional Development
 3. Fosters Marketing Culture
 4. Actively Participates in the AEC Industry
 5. Includes Other Marketers in the Management Team
- Work samples - Upload no more than three samples of material you've developed as a professional services marketer (e.g., brochure, proposal section, advertisement, printout of website content).
- Copy of the candidate's professional resume.

What does it take to be a winner?

- Candidates should demonstrate their commitment in the following areas:
- Supports Marketing - understands the need for and importance of a professional approach to marketing, business development, and public relations.
 - Encourages Professional Development - advocates for continuing professional development on a consistent and regular basis; promotes SMPS and similar educational venues for all staff levels; and provides an atmosphere that promotes professional growth for marketing team members.
 - Fosters Marketing Culture - encourages all staff to contribute to the marketing effort either by excellence in client service, authoring professional publications, public speaking, or active participation in civic, charitable, or industry organizations such as SMPS New York.
 - Actively Participates in the AEC Industry - Does the nominee set a good example by actively promoting and marketing the firm? The nominee might be an active member of professional or civic organizations, publish scholarly articles, or schedule speaking engagements that enhance the prestige of the firm.
 - Includes Other Marketers in the Management Team - recognizes their professional marketing staff as part of the firm's management team; includes marketers in strategic planning and considers their input in making everyday business decisions; and encourages marketing staff to foster and enhance relationships with clients.

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Marketer of the Year

THE CROWN AWARD

This award salutes a Marketer's achievement, extraordinary leadership, and significant contributions to their firm's marketing success during the past year. To be eligible for the Crown Award, this candidate must be a mid-to-senior level marketer who demonstrates a passion for out-of-the-box thinking, creativity, and communication skills. The candidate must have between 5 and 15 years of industry experience and be an SMPS New York Member in good standing.

How should you apply?

- Upload a Nomination Form.
- Upload a 1-2 page letter 12 pt font that describes:
 - a. Who you are nominating and how you came into contact with his/her exemplary service?
 - b. His/her involvement and support of the SMPS New York Chapter.
 - c. How the candidate has demonstrated leadership in the following five areas:
 1. Promotes excellent marketing techniques in his/her respective firm.
 2. Maintains a visible position in the marketplace through service to the profession.
 3. Creation / distribution of quality materials.
 4. Public speaking on the same subjects.
- Work samples - Upload no more than three samples of material you've developed as a professional services marketer (e.g., brochure, proposal section, advertisement, printout of website content).
- Copy of the candidate's professional resume.

What does it take to be a winner?

- Candidates should demonstrate their commitment in all of the following areas:
- Strategic Planning - facilitates research of industry trends and firm goals, develops strategic marketing plans, and produces results-oriented business development plans.
 - Management - demonstrates the ability to lead within the firm and throughout industry by contributing to the success of internal (i.e. operations, finance, administration) and external (i.e. SMPS New York) organizations.
 - Communications - develops successful communications programs utilizing marketing materials (i.e. direct mail, newsletter, social media, press releases, advertising, trade shows, and/or special events) to produce tangible benefits.
 - Innovation - introduced a new marketing approach or service that added value to the firm and/or received positive recognition from clients.
 - Education and Training - establishes an internal professional development program to help marketing and technical staff better understand the role of marketing, business development, client support, and mentorship within the firm.
 - Service - devotes time to the growth, visibility, and advancement of marketing within the AEC industry through professional articles, public speaking engagements, or technical training.

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and Professional Achievement



Rising Star

THE PEDESTAL AWARD

This award salutes a Marketer who has shown dedication to the Chapter through committee involvement and has the potential to become one of the industry's shining stars! To be eligible for the Pedestal Award, the candidate must have less than five years of industry experience and be an SMPS New York Member in good standing.

How should you apply?

- Upload a Nomination Form.
- Upload a 1-2 page letter 12 pt font that describes:
 - a. Who you are nominating and how you came into contact with his/her exemplary service?
 - b. His/her involvement and support of the SMPS New York Chapter.
- Work samples – Upload no more than three samples of material you've developed as a professional services marketer (e.g., brochure, proposal section, advertisement, printout of website content).
- Copy of the candidate's professional resume.

What does it take to be a winner?

- Candidates should demonstrate his/her commitment to the field of marketing professional services and has shown an aptitude for leadership. Factors include:
- Establishes and maintains high standards of marketing.
 - Exhibits involvement and leadership in the New York Chapter.
 - Outstanding commitment to professionalism.
 - Years of experience in AEC marketing (less than five years).

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Mary Findlen Scholarship Grant

THE ADVANCEMENT AWARD

This award supports SMPS New York's mission to promote the continued advancement of new talent within our industry. This grant is open to mid-level marketing, communications, and business development professionals with approximately three to seven years' experience. Candidates must also have a minimum of one year of SMPS New York membership.

How should you apply?

- Upload a Nomination Form.
- Upload a 1-2 page letter 12 pt font that describes:
 - a. Who you are nominating and how you came into contact with their exemplary service?
 - b. Their involvement and support of the SMPS New York Chapter.
- Work samples - Upload no more than three samples of material you've developed as a professional services marketer (e.g., brochure, proposal section, advertisement, printout of website content).
- Copy of the candidate's professional resume.

What does it take to be a winner?

Candidates should be able to demonstrate their commitment to their career as an AEC marketer through professional development activities, participation in SMPS New York, and the contributions they have made to their firm in their current position.

Why should you apply?

Recipients of the grant will receive full registration to the SMPS Build Business Conference in San Diego, California, from August 15 through August 17. The award includes conference registration, round-trip airfare/transportation, and three nights' hotel accommodations. Please note, current SMPS New York Board Members are not eligible to enter.

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and Professional Achievement



Humanitarian of the Year

THE MARKETING PHILANTHROPIST AWARD

The successful recipient of the Humanitarian Award exemplifies a spirit of generosity towards our members, co-workers, and the larger community resulting in notable impact in the past year. Eligible candidates are mid-to-senior level marketers with at least 5 years of experience in our industry and a track record of service.

How should you apply?

- Upload a Nomination Form.
- Upload a 1-2 page letter 12 pt font that describes:
 - a. Who you are nominating and how you came into contact with his/her generosity.
 - b. Specific examples of your nominee's spirit of generosity and resulting impact:
 - i. The problem he/she addressed
 - ii. The challenges he/she faced
 - iii. Participation of others encouraged as part of the solution
 - iv. Resources applied
 - v. The impact
- Copy of the candidate's professional resume.

What does it take to be a winner?

Candidates must show examples of having a strong commitment to participating in or promoting activities that emphasize social responsibility in responding to industry issues. Factors include:

- **Energetic Problem Solving** – Eager and curious to share time, energy and resources towards a solution that elevates all involved.
- **Encourage Participation of Others** – To improve the quality of the outcome, others are actively encouraged to bring their expertise & resources to a problem.
- **Measurable impact** – The future is improved because of the activities of this individual.



Marketing Hero of the Year

GRACE UNDER PRESSURE AWARD

This award recognizes that anyone, no matter the stage of their career, can save a situation by doing or saying the exact right thing at the exact right time such that the course of an interaction is successfully changed. Eligible candidates are marketers with at least 2 years of experience in our industry.

How should you apply?

- Upload a Nomination Form.
- Upload a 1-2 page letter 12 pt font that describes:
 - a. Who you are nominating and how you experienced his/her grace under pressure.
 - b. Specific examples of your nominee's grace under pressure and resulting impact
 - iii. Description of the situation
 - iv. His/her solution
 - v. The impact
- Copy of the candidate's professional resume.

What does it take to be a winner?

Candidates must exhibit strong character in responding to challenging situations. They are born leaders Factors include:

- **Presence of mind** - No matter their level of seniority in a tense situation, they demonstrated the presence of mind and confidence to effectively speak up or do the right thing.
- **Understanding of the immediate issue** - Instinctive understanding of the issue at hand
- **Measurable impact** - The candidates response under pressure productively changed the course of the interaction.



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Professional Achievement Application

SMPS New York's Professional Achievement Awards recognize individuals whose exceptional accomplishments make us all proud. We rely on your nominations to determine which current and future industry leaders deserve our community's acknowledgment and appreciation.

Awards will be presented to the first place winners at the Liberty Ball on June 7, 2018.

Vanguard of the Year

Marketer of the Year

The Rising Star

Mary Findlen Scholarship Grant

Marketing Hero of the Year

Humanitarian of the Year

YOUR INFORMATION

Name: _____

Email: _____ Phone: _____

NOMINEE'S INFORMATION

Name: _____

Email: _____ Phone: _____

Firm Name: _____

Firm Address: _____

SMPS Member No: _____

Submission deadline:

04.30.18