



Society for Marketing
Professional Services

Demystifying the Fellows Recognition Program:

Welcome!

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Since 1894

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Polling Question

When are you considering applying to become a Fellow?

- This Year
- 1-2 Years
- 3-4 Years
- 5+ Years

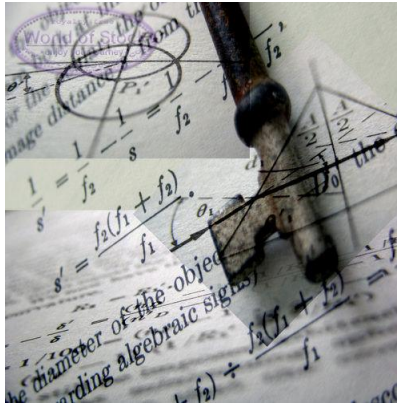
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Research

Key to a
Successful Application



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Why Fellow?

Benefits

- Recognition by other Fellow professionals (FAIA)
- Recognition within SMPS
- Career Advancement – Justification
- Knowledge, Achievement, Credibility
- Special SMPS Programs
- Personal Achievement

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Demystifying
It's *not* a mystery
and it *doesn't* have
to be scary!

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Purpose

The purpose of the SMPS Fellows Program is to recognize individuals who have made exceptional contributions to the Society and to the profession of marketing services in the A/E/C industry, and to encourage continued achievement and SMPS engagement by senior members.

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The Role of Fellows in SMPS

1. Honor Outstanding Individuals
2. Meet the Need of Fellows
3. Use the Talents of Fellows

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The Role of Fellows in SMPS

Honor Outstanding Individuals

- Individuals who are recognized as Fellow comprise a specifically selected group of achievers who not only have access to programs tailored to their needs but also have the responsibility to accept leadership roles in the Society and mentoring roles in the profession.

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The Role of Fellows in SMPS

Meet the Needs of Fellows

- Education, networking, and social events will be offered to Fellows, who will define the leadership and management issues to be addressed in their professional development.

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The Role of Fellows in SMPS

Use the Talents of Fellows

- Fellows will be expected to serve as leaders and mentors through activities such as:
 - Writing articles for industry periodicals
 - Serving as Mentors to individuals
 - Serving in leadership positions
 - Promoting SMPS in all contacts in the industry

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Eligibility

Fellow Designation Requirements

- An active member of SMPS for 10 of the last 15 consecutive years (Since 1/1/1997) and currently be a member in good standing
- 10 years of experience, as a marketer or business developer in the A/E/C industry
- Hold a current CPSM certification designation
- Complete a detailed application

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Limitations

Facts to Know

- No more than 5% of the SMPS total membership may be Fellows at any time
- Jurors reserve the right to name no Fellows in a given year
- The jurors' decision is final; there is no appeals process in this program
- The Fellow title is valid only for regular SMPS members, Life members and Emeritus members in good standing
- One must remain an active SMPS member to be a Fellow
- If membership lapses the Fellow designation may no longer be used

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Application Deadline

March 29, 2012

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Application Fee

A nonrefundable fee of \$250 must be submitted with the application.

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Juror Research:

Goal to provide confidence in the application process.

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Jury

Jury Consists of Six Fellows:

- Members of the jury will be appointed to a two-year term.
- The jury terms will be staggered so that three members will retire from the jury each year and three new members will be added each year
- The Fellows Delegate to the National Board of Directors serves as an ex-officio member of the jury (with no vote)
- Jurors serve no more than two consecutive years

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Juror Conduct

- The composition of the Jury and the identity of all Jurors, including the Jury Chair, shall be maintained in strict confidence
- Communication between candidates and the Jury will be conducted through the national staff or the Fellows Delegate
- Jurors are required to sign a confidentiality statement
- Judging will be kept in complete confidence, both during and after the selection process

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Juror Conduct

- A confidential evaluation form, incorporating a point scoring system, will be used to evaluate applications
- Candidates' scores will not be disclosed to members or candidates
- Each juror will evaluate each candidate by assigning points on each of the parameters on the application. Maximum point score is 100

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Juror Conduct

- Jurors will report to the jury chairperson any lobbying or inappropriate questions by candidates, endorsers, or testimonial givers. Such activity will automatically result in application denial
- Each juror's evaluation and paragraphs will be submitted in confidence to the chair

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Notification

- Successful candidates will be notified via a courtesy telephone call, followed by an official notification letter
- Notification typically occurs at the end of May
- Unsuccessful candidates will be notified by letter, summarizing the reasons for the jury's decision and encouraging a future application when the deficient qualifications have been improved
- The Jurors' decision is final; there is no appeals process

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Questions & Answers

Type your questions in the
“Questions” box on the side panel.

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Juror Comments

Important Criteria for Being a Fellow

- Sustained leadership in the profession
- Passion about doing it well and right
- Done something notable
- Major contribution within and outside SMPS
- Overall career performance

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Juror Comments

Top "Misses" for Applicants

- Concrete mentorship outside the firm
- Results/Outcome from mentorship
- National leadership
- Understanding of why, story not told
- RFP not clearly read

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Evaluation Guidelines

Criteria

- Education and Work History
- Contributions Made to the Profession
- Contributions Made to SMPS
- Contributions Made as a Mentor
- Endorsements and Testimonials
- Candidate's Statement

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Application Information

Five Parameters

- Work history
- SMPS Activities
- Significant Contributions
- Mentorship
- Endorsements and Testimonials

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Don't sell yourself short!

If you think it's important to include,
it probably is!

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Work History

- List employers
- Emphasize marketing and business development experience
- Indicate the level of responsibility within the organization

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SMPS Activities

- Offices held
- Committee service
- Program involvement
- SMPS awards

Distinguish between national, regional, and chapter positions, programs, and awards.

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Significant Contributions

- Contributions to the Profession
 - Marketing research
 - Marketing education
 - Business development
 - Marketing and communications programs
 - Innovative marketing approaches or technologies
- Contributions to SMPS
- Contributions as a Mentor

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Endorsements & Testimonials

- Provide a letter of endorsement from the applicant's chapter
- Letter from the mentoring protégé
- Submit five testimonial letters from individuals, at least four of whom are SMPS members and two of whom are SMPS Fellows.

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Timing

Be sure to allow plenty of time when requesting your testimonial letters ... asking four weeks out is a good rule of thumb.

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Juror Research: More Juror Comments

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Juror Comments

Role of Presentation Creativity

- Do not make it over the top
- Not a proposal
- Not interested in cute or fancy packaging
- Bells and whistles do not help
- Put together well

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Juror Comments

Previous Mistakes

- Misspelling and grammar
- Premature application
- Came across arrogant
- Incomplete story – lack of specificity
- Rules not followed

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What's Next?

Expectations

- Mentorship
- Continued "Significant and Sustained" Contributions
- Promotion of the profession and SMPS

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Wrap Up-Questions

Type your questions in the
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Thank You!



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BRAUN & STEIDL
architects

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