

2006 Chapter Communication Awards

The chapter communication awards program recognizes those chapters with an Outstanding Newsletter and/or Outstanding Web Site.

WHO IS ELIGIBLE?

All SMPS chapters

JUDGING CRITERIA AND SCORING

Total possible Points for Each Category: 40

- | | |
|---------------|----|
| 1. Objective | 5 |
| 2. Creativity | 10 |
| 3. Quality | 10 |
| 4. Content | 10 |
| 5. Frequency | 5 |

SUBMISSION

Summary Statement (10 copies)

Submit a summary statement using the guidelines below. Summary statement may not exceed one page.

- YOUR CHAPTER'S OBJECTIVE
 - Goals—Clearly state your goals. What does your chapter hope to achieve with its web site and/or newsletter?
 - Target audience—Who is the audience for your web site and/or newsletter?
- RESEARCH, PLANNING, AND IMPLEMENTATION
 - Briefly describe if objectives have been achieved and how.
 - Provide annual budget for newsletter and/or web site.
 - How often is your newsletter distributed? How frequently is your web site updated?

NEWSLETTER

Submit ten copies of the last five issues of the newsletter. If an electronic newsletter, please submit a CD containing the last five issues along with ten paper copies of each.

WEB SITE

Include your web address on the summary statement. While judges will visit your site, please submit ten printed copies of each of the 5-10 pages of your web site. Make sure to include your home page.

AWARDS

Awards will be given to chapters that have gone above and beyond in their communication efforts. Prizes are not necessarily awarded each year. Awards will be presented at the National Conference, August 16-19, Hollywood, CA.

OTHER

DEADLINE

All submissions are due to the SMPS National Headquarters no later than April 28, 2006.

NOTIFICATION

Winners will be notified in June 2006 allowing for enough time to plan to attend the National Conference.

SMPS

Society for Marketing
Professional Services

SEND ENTRIES TO:

Tina Myers, 99 Canal Center Plaza, Suite 330, Alexandria, VA 22314
Faxes will NOT be accepted.