

# 2006 Chapter Program Awards

New this year, SMPS is presenting an Outstanding Special Event award and Outstanding Educational Program award to recognize those chapters who have gone above and beyond in these efforts.

## WHO IS ELIGIBLE?

All SMPS chapters

## JUDGING CRITERIA AND SCORING (Total possible Points for Each Category: 40)

### SPECIAL EVENT

- |                          |    |
|--------------------------|----|
| 1. Objective/Results     | 10 |
| 2. Creativity            | 10 |
| 3. Planning/ Development | 10 |
| 4. Resources/Finances    | 10 |

### EDUCATIONAL PROGRAM

- |                         |    |
|-------------------------|----|
| 1. Objective/Results    | 10 |
| 2. Quality /Content     | 10 |
| 3. Planning/Development | 10 |
| 4. Resources/Finances   | 10 |

## SUBMISSION

Summary Statement (10 copies)

Submit a summary statement using the guidelines below. Summary statement may not exceed two pages. Also, submit ten copies of the program/event brochure and other related materials.

### SPECIAL EVENT

- YOUR CHAPTER'S OBJECTIVE/RESULTS
  - What was achieved?
  - Target audience—Who did this event serve?
- CREATIVITY
  - Planning and inspiration for this event
  - Promotion/marketing efforts
- PLANNING/DEVELOPMENT
  - Project timeline
  - Committee make-up
  - How were challenges/obstacles managed?
- RESOURCES/FINANCES
  - Did event come in on budget? Were resources used affectively?
  - Promotion/marketing efforts
  - Sponsors

### EDUCATIONAL PROGRAM

- YOUR CHAPTER'S OBJECTIVE/RESULTS
  - What was achieved?
  - Target audience—Who did this program serve?
- QUALITY/CONTENT
  - Creativity
  - Evaluation scores
  - Topic
  - Domains of Practice
  - Attendance level
- PLANNING/DEVELOPMENT
  - Project timeline
  - Committee make-up
  - How were challenges/obstacles managed?
- RESOURCES/FINANCES
  - Did event come in on budget? Were resources used affectively?
  - Promotion/marketing efforts
  - Sponsors

## AWARDS

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

## OTHER

### DEADLINE/NOTIFICATION

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