SMPS

Society for Marketing Professional Services

deadline | submission

MAY 4, 2012

SUBMIT:

- **1 PDF of award entry**
- **Digital photograph, 300 dpi**

Read submission outline for further details.

NOMINATIONS MAY NOT BE FAXED.

E-mail the award entry and photograph to Tina Myers, CAE, Vice President of Membership and Chapter Development, tina@smps.org

notification

Winners will be notified in early June 2012 allowing time for the recipient to arrange to attend Build Business, the SMPS National Conference, July 11–13, 2012, in San Francisco, CA.

Awards will be presented during the Awards Gala.

2012 WELD COXE MARKETING ACHIEVEMENT AWARD CRITERIA

This preeminent SMPS individual honor salutes professionals whose achievements and lasting contributions to the professional services marketing field are exemplary. We encourage entries for the 2012 Marketing Achievement Award!

WHO IS ELIGIBLE

To be eligible, a nominee must be an SMPS member and have demonstrated significant and measurable accomplishments in at least three of the following five areas listed in the criteria below. Self nominations or peer nominations are accepted.

JUDGING CRITERIA AND SCORING

Total possible points: 50

1. **Research** (10 POINTS)
   The nominee must have created an innovative and successful research program involving research studies on a market-related topic that has been published or presented publicly.
2. **Education** (10 POINTS)
   The nominee must have made a significant contribution to the education of others in the profession, including persons within his/her own organization, within SMPS, or within the profession as a whole. Activities may include published writing, documented speaking engagements, or teaching university courses.
3. **Professional Leadership** (10 POINTS)
   Within SMPS or his/her own professional field, the nominee must have held offices and chaired or served on a committee on a local, regional and national level and served as an effective spokesperson for marketing professionals.
4. **Marketing Communications** (10 POINTS)
   The nominee must have been directly involved in the creation of award-winning marketing and communications programs, including social media, brochures, newsletters, videos, advertising, or media relations campaigns.
5. **Innovative Programs** (10 POINTS)
   The nominee must have developed new marketing approaches or technologies that, as demonstrated by measurable results, have brought value to his/her firm or to the profession. Descriptions of actions and results are required.

SUBMISSION

All nominations must include:

1. A PDF of the award entry. Label the PDF as follows: nominee's name, MAA award entry date.
   Example: Alfred Potter MAA Award Entry 5 4 2012.

   The total award entry may not exceed 50 pages including a cover and page dividers.

   Award entry contents:

   - A one-page overview of the nominee's achievements highlighting why they warrant consideration.
   - A one- or two-page resume that includes education credentials and professional certifications.
   - Three to five endorsement letters.
   - Additional pages of narrative with measurable proof describing nominee's achievements in at least three of the five required subject areas.
2. A digital photograph, full color, 300 dpi. Label the photograph as follows: person name, MAA photo, date.
   Example: Alfred Potter MAA Photo 5 4 2012.

AWARD

MAA winners receive recognition at Build Business, the SMPS National Conference, a complimentary National Conference registration, a Fellows designation, and a lifetime SMPS membership.