



2012 SMPS
STRIVING FOR
EXCELLENCE
AWARDS

Submission Criteria

**BUILD
BUSINESS.™**

TAKE ACTION

July 11–13, 2012
San Francisco, CA



Society for Marketing
Professional Services



2012 SMPS STRIVING FOR EXCELLENCE AWARDS CRITERIA

WHO IS ELIGIBLE

All SMPS chapters.

SUBMISSION AND JUDGING CRITERIA

Submit a creative synopsis of the chapter's activities, accomplishments, and achievements limited to 10 pages. Please address all items in the exact order of the outline provided below, noting headings and subcategories. If your chapter does not have a response for a specific subcategory, please do not skip the item; rather indicate such in your response or describe your future plans to add the category to your programming. The 10-page synopsis must be submitted on 8½ x 11 paper (addenda may be any size) with a minimum font size of 10 pt.

NOTE: Submit 10 originals of submittal. If samples or addenda are included on computer disks or CDs, be sure to include 10 copies of each as well. The 10-page limit excludes covers, table of contents, and addenda. Addenda, if included, may be samples of documents such as program announcements, financial statements, etc. **FAXES WILL NOT BE ACCEPTED.**

APPLICATION: Please include 1 Chapter Awards Application and 1 PDF file of your submittal. This will be used by the National Office for promotional purposes and for the MySMPS Chapter Leaders' Library.

Your submittal should illustrate your chapter's activities and accomplishments in these four areas:

Total possible points: 100

1. PROGRAM / EDUCATION GOALS AND PROGRAM DESCRIPTIONS

(30 POINTS)

- Demonstrate the chapter's ability to provide creative educational opportunities to members including CPSM certification/recertification, minority and diversity focused events, and programs based around the six Domains of Practice (12 POINTS) (For clarification on Diversity, please refer to the [SMPS Diversity Statement](#).)
- Community or industry contributions including fundraising (5 POINTS)
- Networking opportunities (4 POINTS)
- Marketing Achievement Award for chapter members or special award events (4 POINTS)
- Program/events targeting diversified career tracks from coordinator to CMO (5 POINTS)

2. MANAGEMENT OVERVIEW AND BENEFITS

(30 POINTS)

- New growth and member retention over the last three years (6 POINTS)
- Annual membership drive and investing in members (4 POINTS)
- Chapter leadership development and training chapter board successors (6 POINTS)
- Chapter membership mentoring program (6 POINTS)
- New member orientation program (4 POINTS)
- Involvement/engagement of past chapter leaders (4 POINTS)

3. COMMUNICATIONS

(25 POINTS)

Use of the approved SMPS chapter logo will be a consideration in awarding points. For more information on proper usage, read the [SMPS Chapter Identity Guidelines](#).

- Chapter newsletter/electronic news (7 POINTS)
- Effective use of chapter web site (10 POINTS)
- Membership marketing materials (5 POINTS)
- Membership surveys (methods of gaining feedback from chapter) and results (3 POINTS)

4. FINANCIAL HEALTH

(15 POINTS)

- Program sponsorships (5 POINTS)
- Chapter business plan/strategic plan (5 POINTS)
- Financial statement including summary of assets and liabilities (3 POINTS)
- Scholarship program for members and/or academic (2 POINTS)

BONUS POINTS: Up to 5 additional bonus points may be granted, at the discretion of the judging panel, for creativity, theme, and ease of use of the submissions.

AWARDS

Prizes will be awarded only to chapters that meet the Striving for Excellence criteria. All prizes will not necessarily be awarded each year.

GRAND PRIZE (1 AWARDED)

The Grand Prize is selected from the four highest ranking small, medium, large, and extra large chapters, respectively. The Grand Prize winner will receive an \$800 cash prize and three free National conference registrations. The Grand Prize will be awarded to the chapter with the best overall chapter activities, accomplishments, and achievements in management and service to its members.

FIRST PLACE (3 AWARDED)

The highest ranking small, medium, large, and extra large chapters, respectively, will be entered into the Grand Prize competition. After the Grand Prize is awarded, the remaining three chapters will receive a First Place Award or \$250 and one free National conference registration.

- Small Chapter (1-50 members)
- Medium Chapter (51-100 members)
- Large Chapter (101-200)
- Extra Large Chapter (201 or more members)

OUTSTANDING (up to 8 awarded)

Prizes may be awarded to chapters of any size who demonstrate outstanding performance within the criteria outlined.

The SMPS Striving for Excellence Award recognizes those chapters who significantly advance and enhance professional services marketing and business development through excellent programs, increased membership, quality communications, and strong financial health.

deadline | submission

APRIL 27, 2012

SUBMIT:

- 1 Chapter Awards Application
- 10 originals of each entry
- 1 PDF of submittal

SEND TO:

SMPS, Attn: Tina Myers
123 North Pitt Street, 4th Floor
Alexandria, VA 22314

notification

Winners will be notified in early June 2012 allowing for enough time to plan to attend Build Business, the SMPS National Conference, July 11–13, 2012 in San Francisco, CA. Awards will be presented during the Awards Gala.

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