Goals of the SMPS Honorary Fellowship Program

The Society for Marketing Professional Services (SMPS) is proud to recognize and bestow the designation of Honorary Fellow, represented as Hon. FSMPS, to exceptional individuals who have played an influential role in promoting, advancing, and/or ensuring the importance of marketing and business development within their organizations and the A/E/C community.

An award of recognition for extraordinary service, the Honorary Fellow appointment has no remuneration or privileges attached to it. The program hopes that its goals of furthering and deepening the understanding of marketing and business development will benefit from a prolonged connection to its Honorary Fellows.

Eligibility

An individual of esteemed character and distinguished achievements who supports the practice of marketing and business development within the A/E/C community may be eligible. This individual may never have been a member of SMPS or, if once was a member, has not been a member of SMPS within the past 10 years.

Who Can Nominate a Candidate

Any SMPS Fellow, in good standing, may act as a Sponsor and nominate a qualified individual for Honorary Fellowship. Nominations may also be accepted by any member of the SMPS board of directors or the CEO. Chapters may recommend a candidate for consideration; however, the nomination must come from a Fellow, SMPS board member, or the CEO in order to receive further consideration.

Sponsor Responsibilities

The Sponsor is responsible for preparing the nomination. All information, including materials furnished by the candidate, shall be submitted in a PDF application (found online at www.smps.org/fellows), using the bullet points below as a guideline for the submission.

The Sponsor:

- Bases the nomination on the candidate's accomplishments in promoting, advancing, and/or ensuring the importance of marketing and business development through leadership, teaching, and/or mentorship within the A/E/C industry.
- Confirms the candidate is not a current member of SMPS and has not been a member within the previous 10 years. SMPS staff at headquarters can provide assistance in this research and documentation upon request.
- Provides guidance to and assists with developing a succinct theme or focus throughout the submittal to satisfy the eligibility requirements.
- Prepares the nomination submittal.
- Writes a one-page nomination letter on behalf of the candidate.
- Solicits three reference letters citing how the nominee achieved one or more areas of accomplishment.
- Notifies candidate of outcome after review and feedback from Fellows Jury Chair.
Deadline and Entry Fee

The deadline for the submission is April 30, 2018 before 5 p.m. ET. All deadlines are strictly observed. There is no entry fee for this program.

Process

The call for Honorary Fellow applications will be included as part of the Fellows Recognition Program campaign, using a separate PDF form and score sheet. The Fellows Jury will review and score the Honorary Fellow applications following the same confidentiality guidelines as the Fellows Recognition Program. It requires a majority (4 out of 6) vote of the Fellows Jury to qualify, and the SMPS board of directors has final approval. A member of the Society staff is a non-voting member of the Jury and oversees the process. If Jury has questions, the Fellows Jury Chair or Society staff member will contact the sponsor or the candidate.

There can be no more than three Honorary Fellowships bestowed in any given year and cannot exceed more than 25 percent of existing Fellows in total.

All sponsors will be notified by the Fellows Jury Chair or Society staff of the decision on or before June 08, 2018. After which, the decision will be made between sponsor and Jury Chair as to who specifically will notify successful and unsuccessful candidates. Recipients will be invited to accept this honorary designation in person at the SMPS annual conference, Build Business during the Evening of Excellence. The recognition will be represented as Hon. FSMPS.

Areas of Accomplishment

The candidate must have played an influential role in one of the three following areas of accomplishment: promote, advance, and/or ensure the importance of marketing and business development within their organizations and the A/E/C community.

- "To promote the aesthetic, scientific, and practical efficiency of the profession of marketing and business development."

Honorary fellowship in this category is granted to individuals who have actively, efficiently, and cooperatively built a distinguished portfolio around winning clients and projects. This may be accomplished through an individual or organizational effort led by the candidate being considered for this honor. Work submitted may be of any size, for any client, of any scope, and can reflect any method of marketing and/or business development service.

- "To advance the science and art of marketing and business development by advancing the standards of education, training, and delivery."

Honorary fellowship in this category is granted to individuals who have made notable contributions through their work in education, research, literature, or the delivery of marketing and business development successes. Work in education may include teaching, mentoring, research, administration, or writing and should have a lasting impact, be widely recognized, and provide inspiration to others in the field and the profession.

- "To ensure the advancement of marketing and business development within the A/E/C industry."

Honorary Fellowship in this category is granted to individuals who have made notable contributions, through leadership and support of marketing and business development, within the A/E/C industry, or who have clearly raised the standards of professional performance in these areas by building and/or advancing the culture within their organization. These individuals have made notable contributions to the good of our profession that transcends the scope of normal professional activities.
Submittal Format

Failure to comply with the rules and instructions may result in the disqualification of the submission. This includes the completion of all biographical data as requested in the application (found online at www.smps.org/fellows). Once application is submitted, there may be no further communications with a candidate regarding verification of the information; therefore, accuracy is essential. While the aesthetic of any submission is important, content over appearance is preferred.

Section 1: Nomination Letter

The Sponsor will provide a letter of endorsement citing how the nominee played an influential role in promoting, advancing, and/or ensuring the importance of marketing and business development within their organization(s) and the A/E/C community.

Section 2: Biographical Summary

This section provides a brief biographical résumé of the candidate.

The Sponsor, in consultation with the candidate, must provide a written digest, not to exceed one page, of the candidate's notable and outstanding achievements. This summary should highlight the candidate's eligibility and relevant accomplishments.

Section 3: Accomplishments

This section must focus on the candidate’s most relevant areas of achievement: promoting, advancing, and/or ensuring the importance of marketing and business development. Please keep the descriptions concise. Recommended information for inclusion is noted below:

- Leadership roles and quantifiable results
- Awards received
- Related lectures and presentations
- Cultural impact within their organization(s) or firm(s)
- Published work and/or succinct details of results achieved from the candidate's involvement in listed activities

Section 4: Exhibits

If appropriate, include exhibits of the candidate's work or that of the candidate's firm or others' work in which the candidate has played a significant role. Any exhibits provided within the submission must support the relevance of the accomplishment, state the problem presented, define the candidate’s particular role, and the resolution emphasizing results. Work within the last 10 years has special significance and is encouraged.

Section 5: Reference Letters

The Sponsor should solicit three reference letters supporting their nomination and citing how the candidate promoted, advanced, and/or ensured marketing and business development in the A/E/C industry or within their organization(s).
Please instruct reference writers to create an original letter specific to the candidate and not parrot back language already provided within other areas of the submission.

**Additional Expectations:**

Should an Honorary Fellow become a member after obtaining this designation, the designation shall remain Honorary Fellow and does not qualify for regular Fellow status. Should the Honorary Fellow wish to seek regular Fellow status they will need to meet all eligibility requirements at that time and complete the required application.

**Questions?** Please contact Mary Cruz, SMPS headquarters, 703.549.6117, x225 or mary@smps.org.