



**2021**

**PIVOT & FOCUS**

**CHAPTER**

**AWARDS**

**Submission Criteria**

Presented by the SMPS Striving for Excellence Awards Program

**Call for Entries Opens:**  
**JANUARY 15, 2021**

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Society for Marketing  
Professional Services  
[smps.org](http://smps.org)

# New! Pivot & Focus Chapter Awards

The 2021 Pivot & Focus Chapter Awards will honor chapters that effectively managed their chapters while dealing with the impact of the pandemic. This year's awards will recognize how chapters faced the challenges of 2020 by being creative and flexible.

The Pivot & Focus Chapter Awards are intended for the reporting period of September 1, 2019–August 31, 2020. This year, they will take the place of the traditional Striving for Excellence Awards.

To submit, chapters will need to answer to a few questions on the online entry form at [smps.org/sfeentry](https://smps.org/sfeentry). There's no single PDF submission requirement as in previous years. In addition, HQ will provide the chapter data to the jury for the following criteria areas:

- **Membership**
- **Programming**
- **Financial health of chapter**

## Submittal Requirements

### ELIGIBILITY

All SMPS chapters are eligible to submit. Chapters will compete based on membership size (i.e. small, medium, large, and extra-large chapters). Chapter membership size will be as of January 1, 2021. **No fee to enter.**

### REPORTING TIME PERIOD

September 1, 2019–August 31, 2020

### DEADLINE

Application must be submitted online by **March 31, 2021** to [smps.org/sfeentry](https://smps.org/sfeentry).

### SUBMISSION CRITERIA

The following questions will be on the entry form ([smps.org/sfeentry](https://smps.org/sfeentry)) for chapters to complete.

### CONTACT

#### SMPS Staff

Questions? Contact Molly Dall'Erta at SMPS HQ via email at [molly@smps.org](mailto:molly@smps.org). SMPS staff are also available to verify membership data.

Enter today at [smps.org/sfeentry](https://smps.org/sfeentry)

# Judging Criteria and Scoring

**TOTAL POSSIBLE POINTS: 100 (PLUS 20 BONUS POINTS)**

The following questions are to be completed on the online entry form at [smps.org/sfeentry](https://smps.org/sfeentry).

## 1. Program/Education both in person and virtual events (20 points)

Event statistics and indicators such as frequency, attendance, evaluations, etc. will be gathered and provided to the jury by SMPS HQ based on the chapter education report submitted for the 2019–20 program year. In addition, please answer these questions:

- What type of programming changes did your chapter experience due to the crisis?
- How did the chapter respond or react to the crisis through their programs?

## 2. Leadership and Chapter Management (20 points)

- How did your chapter strategically address the new challenges and constraints that the pandemic brought? How did you pivot and what did you focus on?
- What leadership development and training/mentoring programs did you provide (e.g. board members, committee members, and successors)?
- If applicable, how did your chapter promote programs and activities to increase awareness, understanding, recruitment, and inclusion of diverse persons and firms?
- What recognition and honors did your chapter give out in the 2019–20 program year? (e.g. chapter marketing communications awards, outstanding member/volunteer award?)
- How did you engage past leaders and experienced, long-time members with chapter activities?
- Did you collaborate with other chapters and industry associations?
- What community service and/or philanthropic endeavors did your chapter perform in the 2019–20 program year?

## 3. Membership (20 points)

Chapter membership statistics and indicators such as member growth and retention stats will be gathered and provided to the jury by SMPS HQ based on its membership data from September 1, 2019–August 31, 2020. Data will include retention rate and overall growth. In addition, please answer these questions:

- What did your chapter do to retain members?
- What were the differentiators your chapter faced with recruiting new members before the pandemic as well as during the pandemic? How did your chapter virtually attract new members?
- How did you welcome new members?

## 4. Communications (20 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 at [bit.ly/SMPSChapterIdentityGuidelines](https://bit.ly/SMPSChapterIdentityGuidelines).

**Question: Briefly share how your chapter effectively communicated with members and prospects.**

- Provide chapter URL
- Provide chapter social media URLs
- Upload sample marketing materials (if digital, upload screenshots)
- Upload any membership surveys/results (any method used to gain feedback from members) conducted in 2019–20

## 5. Financial Health (20 points)

Chapter financial statistics and indicators such as revenue, reserves, etc. will be gathered and provided to the jury by SMPS HQ based on the chapter financial report submitted by chapter for 2019–20.

## NEW! CREATIVE BRIEF (20 BONUS POINTS)

### Why we think our chapter should win the 2021 Pivot & Focus Chapter Award

In 250 words or less, please summarize why your chapter should be awarded a Pivot & Focus Chapter Award. Please include challenges experienced by your chapter during the program year, your chapter's approach to managing and addressing these challenges, and your success stories. This is your opportunity to help the judges get to know your chapter and to better understand your chapter's approach to advancing and enhancing professional services marketing and business development.

# Awards & Recognition

## 1. GRAND PRIZE (1 AWARDED)

The Grand Prize will be awarded to the chapter with the most effective overall chapter activities, accomplishments, and achievements in management and service to its members. The Grand Prize is selected from the four highest ranking small, medium, large, and extra-large chapters, respectively. The Grand-Prize winner will receive:

- \$1,000 cash prize
- Three 2021 Build Business conference registrations
- Coverage in *Marketer* and *Marketer QuickLook*

## 2. FIRST PLACE (UP TO 4 AWARDED)

The highest scoring 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 each will receive:

- \$500 cash prize
- One 2021 Build Business conference registration
- Coverage in *Marketer* and *Marketer Quicklook*

## 3. OUTSTANDING (UP TO 8 AWARDED)

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

## CHAPTER SIZES

### Small Chapter

(1–50 members)

### Medium Chapter

(51–100 members)

### Large Chapter

(101–200 members)

### Extra-Large Chapter

(201 or more members)

**Prizes will be awarded only to chapters who meet the criteria. All prizes will not necessarily be awarded this year.**



# 2021 PIVOT & FOCUS CHAPTER AWARDS

## Submission Criteria

### Chapter Programs and Communications

Presented by the SMPS Striving for Excellence Awards Program

**Submission Deadline:**  
March 31, 2021

**smps**<sup>®</sup>  
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Professional Services  
[smps.org](http://smps.org)

# Chapter Program Awards

The SMPS Pivot & Focus Chapter Program Awards recognize chapters that have developed an outstanding special event and/or outstanding educational program.

## Submittal Requirements

### ELIGIBILITY

All SMPS chapters are eligible to submit.

**No fee to enter.**

### REPORTING TIME PERIOD

September 1, 2019–August 31, 2020.

### DEADLINE

Application and PDF of submission must be submitted online by **March 31, 2020** to [smps.org/sfeentry](https://smps.org/sfeentry).

### SUBMISSION

Submit a summary based on the provided criteria.

Failure to comply with the submittal requirements listed above can result in disqualification by SMPS.

No mailed copies.

### FORMAT

#### 1. High-Quality PDF

Upload one high quality, print-ready PDF. Winning entries may be used for chapter educational purposes by SMPS HQ.

#### 2. 3-Page Limit

Summary is limited to 3 pages. The 3-page limit excludes covers, table of contents, and addenda. Addenda, if included, is limited to 15 pages. Testimonials and/or images are permitted.

#### 3. Follow the Order of Criteria

Address all items in the exact order of the criteria provided, noting headings and subcategories. If your chapter does not have a response for a specific criteria item, please do not skip the item; rather indicate such in your response or describe your future plans to add the item to your programming.

#### 4. Document Formatting

Must use a minimum 10-point font size for main criteria content.

#### 5. Copyright

Please abide by copyright laws when creating your submittal, especially regarding your submittal theme, images, etc. Copyright infringement occurs when the copyright owner's rights are violated. If you have obtained approval, the letter must be included with your award submittal.

Submit entry at  
[smps.org/sfeentry](https://smps.org/sfeentry)

# Judging Criteria and Scoring

The SMPS Pivot & Focus Chapter Program Awards recognize chapters that have developed an outstanding special event and/or outstanding educational program.

The 3-page maximum summary must include the following, but is not limited to these items:

## SPECIAL EVENT

Example of a special event (in-person or virtual): holiday functions, charitable events, or other social gatherings that do not have an educational component. There are 40 total possible points for each category.

### 1. Your Chapter's Objective/Results (10 points)

- What was achieved?
- Target audience: Who did this event serve?
- Number of attendees?

### 2. Quality/Content/Creativity (10 points)

- Planning and inspiration for this event
- Promotion/marketing efforts

### 3. Planning/Development (10 points)

- Project timeline
- Committee (identify committee members)
- How were challenges/obstacles managed?

### 4. Resources/Finances (10 points)

- Did event come in on budget?
- Were resources used effectively?
- Promotion/marketing efforts
- Sponsors and dollar amount generated

## EDUCATIONAL PROGRAM

Example of an educational program (in-person or virtual): seminar, workshop, panel, or webinar that offers education within one of the 6 Domains of Practice. There are 40 total possible points for each category.

### 1. Your Chapter's Objective/Results (10 points)

- What was achieved?
- Target audience: Who did this event serve?

### 2. Quality/Content/Creativity (10 points)

- Domains of Practice
- Topic
- Number of educational credits offered
- Attendance numbers vs. target
- Creativity
- Evaluation scores and averages

### 3. Planning/Development (10 points)

- Project timeline
- Committee (identify committee members)
- How were challenges/obstacles managed?

### 4. Resources/Finances (10 points)

- Did event come in on budget?
- Were resources used effectively?
- Promotion/marketing efforts
- Sponsors and dollar amount generated

# Preparing Your Submittal

The information below will help provide clarity on specific criteria that may need further explanation. These are meant to assist you and should not limit the information you include in your chapter's submittal.

**Clearly state your chapter's program goals. What was the objective of programs and/or events and why? Was objective achieved? Include statistics and/or graphics used to measure results.**

- Remember to reference your chapter's Education Report submitted to SMPS HQ each program year. Your chapter's Education Report includes detailed information (i.e., program name, description, speaker information, evaluation rating, attendance numbers for members/nonmembers, and cost).

## AWARDS

Awards will be given to chapters that have gone above and beyond in their programming efforts. Prizes are not necessarily awarded each year.

First Place may be awarded to the highest scoring entry of each category. Outstanding (1 within each category) may be awarded to entries that demonstrate outstanding performance within the criteria outlined.

## SMPS Diversity Statement

*SMPS embraces and promotes diversity in our organization, which includes our differences, mutuality, and similarities. We recognize that our diversity is reflected by our different people and firms. We believe our varying ethnicities, cultures, genders, ages, levels of experiences, physical abilities and other differences benefit us as individuals and as an organization. In SMPS, we will promote programs and activities that espouse our beliefs and increase awareness, understanding, recruitment and participation of diverse persons and firms.*

## RESOURCES

### MySMPS and Past Winning Submittals

To review or download past winning SFE submittals, please visit the All Chapter Leaders Community at [my.smeps.org](http://my.smeps.org). Select the "Awards/2019/SFE Winning Submittal" folder.

### SMPS Staff

Please don't hesitate to contact Molly Dall'Erta at SMPS Headquarters via email at [molly@smeps.org](mailto:molly@smeps.org) with questions or for support. SMPS staff are also available to verify membership data.



# Chapter Communications Awards

The SMPS Pivot & Focus Chapter Communications Awards recognize chapters that have created outstanding communication pieces including, newsletters, social media campaigns, and websites.

## Submittal Requirements

### ELIGIBILITY

All SMPS chapters are eligible to submit.  
**No fee to enter.**

### REPORTING TIME PERIOD

September 1, 2019–August 31, 2020.

### DEADLINE

Application and PDF of submission must be submitted online by **March 31, 2020** to [smps.org/sfeentry](https://smps.org/sfeentry).

### SUBMISSION

Submit a summary based on the provided criteria.

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No mailed copies.

### FORMAT

#### 1. High-Quality PDF

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#### 2. 3-Page Limit

Summary is limited to 3 pages. The 3-page limit excludes covers, table of contents, and addenda. Addenda, if included, is limited to 15 pages. Testimonials and/or images are permitted.

#### 3. Follow the Order of Criteria

Address all items in the exact order of the criteria provided, noting headings and subcategories. If your chapter does not have a response for a specific criteria item, please do not skip the item; rather indicate such in your response or describe your future plans to add the item to your programming.

#### 4. Document Formatting

Must use a minimum 10-point font size for main criteria content.

#### 5. Copyright

Please abide by copyright laws when creating your submittal, especially regarding your submittal theme, images, etc. Copyright infringement occurs when the copyright owner's rights are violated. If you have obtained approval, the letter must be included with your award submittal.

Submit entry at  
[smps.org/sfeentry](https://smps.org/sfeentry)

# Judging Criteria and Scoring

The SMPS Pivot & Focus Chapter Communications Awards recognize chapters that have an outstanding newsletter, demonstrate outstanding use of social media, and/or have an outstanding website. Examples of social media include, but are not limited to: blogs, networking sites (e.g., LinkedIn, Facebook, Twitter, Instagram), content-sharing sites (e.g., YouTube, Flickr), or news sites (e.g., Digg, Reddit).

The 3-page maximum summary must include the following, but is not limited to these items:

## 1. Objective

- What was achieved?
- How?

## 2. Budget

- Provide annual budget
- Provide actual expenditures

## 3. Analytics

## 4. Frequency

- How often is newsletter distributed?
- How, and how often, is social media used?
- How often is website updated?

## 5. Addresses

- For Social Media award submissions, provide social media addresses
- For Website award submissions, provide website address

## ADDENDA REQUIREMENTS

### (Not To Exceed 15 Pages)

For **Newsletter** award submissions– include one digital copy of each of the last five issues of chapter’s newsletter

For **Social Media** award submissions – include screenshots of key pages within social media site(s)

For **Website** award submissions – please include screenshots of your home page and other key pages within your site. Judges will visit your site. If possible, provide a few images of your previous site for comparison.

## SCORING

|            |    |
|------------|----|
| Objective  | 5  |
| Content    | 15 |
| Quality    | 10 |
| Creativity | 5  |
| Frequency  | 5  |

# Preparing Your Submittal

The information below will help provide clarity on specific criteria that may need further explanation. These are meant to assist you and should not limit the information you include in your chapter's submittal.

## HOW ARE YOU MEASURING EFFECTIVENESS?

Share examples of (not limited to):

- Analytics reports (website, Facebook, Twitter, LinkedIn, etc.)
- Comparison charts/graphs (year to year)
- Communications audit
- Blog metrics
- Images of sample chapter emails
- Images of newsletters
- Images of your chapter's website before/after
- Survey results

## LOGO USAGE:

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.

## AWARDS

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First Place may be awarded to the highest scoring entry in each category.

Outstanding (1 within each category) may be awarded to entries that demonstrate outstanding performance within the criteria outlined.

## RESOURCES

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### SMPS Staff

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