

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 2021 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. Up to 10 points will be given for each area submitted. Applicant should submit accomplishments in all five areas to achieve the highest possible score.

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 Society 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.
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.