



**CALL FOR
ENTRIES**

2011 SMPS AUSTIN Communications Awards

The SMPS Austin Chapter is excited to host our second annual awards competition honoring excellence in marketing and communications.

REGISTRATION DEADLINE

OCT. 28TH 2011

Awards will be presented at the December 13th Networking Luncheon.

QUESTIONS?

Contact:

Paulette Gibbins

pgibbins@walterpmoore.com

512.330.1279

IMPROVE YOUR
MARKETING TACTICS
WITH CONSTRUCTIVE
FEEDBACK

ENHANCE
YOUR BRAND

ESTABLISH
THOUGHT
LEADERSHIP

2011 SMPS AUSTIN Communications Awards

JURORS

Stacy Armijo, Pierpont Communications
Pamela Collier, Austin Community College
John Raff, Texas Facilities Commission
Peter Rieck, Seton Family of Hospitals
Janice Suter, GSD&M Idea City

When you enter, your team's work will be evaluated by a panel of expert jurors. Their constructive feedback will help you improve your tactics and ultimately lead to enhancement of your firm's brand, messages and client relationships.

JUDGING CRITERIA

- 1- Submission meets objectives stated in the clarification statement
- 2- Visual impact of graphic design, photography, and illustrations
- 3- Effectiveness of copy and concept with the target audience
- 4- Production costs as compared to budget
- 5- Measurable results

Winners will be announced at the December 13th Networking Luncheon and will be posted on the SMPS Austin Chapter website with a link to their company's webpage.

WHAT CAN BE SUBMITTED?

All submissions need to have been developed between Jan 2010-Dec 2011 and must be locally created and produced.

ENTRY REQUIREMENTS

Please provide 5 copies for each submission to be distributed to the judges on or before November 8th, 2011. Each copy is to consist of a single binder and must include all materials, including: entry form, Clarification Statement and demonstration materials as required below. The Clarification Statement should consist of no more than one (1) typed, single-sided page and should include the following: 1. Marketing Objective (including goals and target audience), 2. Research, Planning, and Implementation, 3. Results, and 4. Budget/Actual Cost/Cost per Unit.

Presentation Board: Presentation boards will be on display during the December 13th Networking Luncheon. The presentation board should be one-sided, 20"x20", mounted on foam core. The design of the board is at your discretion. Please provide presentation board by December 9, 2011.

Materials will not be returned. All entries become the property of SMPS and may be utilized in future MCA promotions or displayed during SMPS educational events as examples of best practices in marketing communications.

ENTRY CATEGORIES

1- BROCHURE

A print or electronic publication describing your firm's general capabilities. Submittal Requirements: Each binder must include a copy of the Clarification Statement and either a copy of the printed brochure, or a copy of a printout of an electronic brochure and a CD.

2- HOLIDAY PIECE

A card, party invitation, client appreciation gift, calendar, etc. produced for one-time use during a specific holiday. May be print or electronic. Submittal Requirements: Each binder must include a copy of the Clarification Statement and a copy of the printed materials. Please send materials in the original packaging, if possible. If the materials are too large for the submittal binder, please include a photograph instead.

3- EXTERNAL NEWSLETTER

An external, client-focused publication designed in a newsletter format and produced via print or electronic media. Submittal Requirements: Each binder must include a copy of the Clarification Statement and a copy of the last three issues. If an electronic newsletter, please include a CD containing the last three issues and print samples of each newsletter.

4- WEBSITE

An external, public website that either promotes your firm or has been launched by your firm for a specific project. Submittal Requirements: Each binder must include a copy of the Clarification Statement with your web address and 5-10 pages of your website including your home page. Jurors will visit your website and review the notebook for judging.

5- PROMOTIONAL CAMPAIGN

A comprehensive, multi-tactical campaign that takes place over an extended period of time to promote a specific company message, event, program, or project. The campaign must include a combination of tactics and media—print, electronic or multimedia—and implementation strategies. Submittal Requirements: Each binder must include a copy of the Clarification Statement and a copy of your promotional plan describing campaign focus and objectives. Include a copy of any collateral pieces and multimedia aspects of the program. If media relations was part of the campaign, please include a copy of releases/media kits/features developed and a list of results. If any tactic (trade show display, for example) cannot fit into the three-ring binder, please submit photographs.



**Society for Marketing
Professional Services
Austin**

ENTRY FORM

SMPS AUSTIN COMMUNICATIONS AWARDS - DECEMBER 13TH, 2011
One form per entry

COST

MEMBER: \$35 for 1st entry \$30 for 2nd entry \$25 for 3rd entry
NON-MEMBER: \$50 for 1st entry \$45 for 2nd entry \$40 for 3rd entry

ENTRY TITLE: _____

CATEGORY OF ENTRY: _____

SUBMITTER NAME: _____

FIRM NAME: (to appear on award): _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

Please return your registration form(s) and fee by:

OCTOBER 28, 2011 - 4 PM

Submission materials due by: NOVEMBER 8, 2011 - 4 PM

Presentation Boards due by: DECEMBER 9, 2011 - 4 PM

To:

Paulette R. I. Gibbins
SMPS Austin Chapter Awards Submission
Walter P. Moore and Associates, Inc.
221 West 6th Street, Suite 800
Austin, Texas 78701

Make Checks Payable To: SMPS Austin

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