

SMPS SeLA 2026 Communications Awards



About the Communications Awards

The SMPS SeLA Communications Awards recognize firms whose marketing campaigns and materials most effectively achieve their strategic goals. Judged by an independent panel of senior industry professionals, the awards offer peer recognition, expert feedback, and celebrate the outstanding contributions of marketing teams in the AEC industry.

- All submissions must relate to the AEC industry.
- There is no limit to the number of categories or projects you may submit.
- **Reminder:** Entries completed within the past **three years** are eligible. Previous non-winning entries may be resubmitted.

Important Dates

- **Awards Open:** Monday, July 27
- **Submissions Due:** Friday, October 16 at 12:00 p.m. CST
- **Winners Announced:** Thursday, November 12 at SMPS SeLabration & Awards Ceremony

How to submit

- **Complete the provided PowerPoint template** with your project information and visuals.
- **Include a social media-ready graphic** sized 1080 x 1350px that visually represents your nominee or program. The image should not include any text, logos or names—only a compelling visual that captures the essence of the nominee or program. Please submit the file as a JPG or PNG. This image will be used if your nominee is selected as a winner.
- **Email your completed file and social media graphic to:**
Emma Hoiris Nelson at emmachristina.hoirisnelson@ochsner.org
- **Deadline:** Friday, October 16 at 12:00 p.m. CST

Questions

Emma Hoiris Nelson at emmachristina.hoirisnelson@ochsner.org

SMPS SeLA 2026 Communications Awards



Submission Information

Category:

Project Name:

Name:

Title:

Company:

Email:

Communications Award Categories

Marketing Campaign

Includes newsletters, direct mail (print and digital), internal communications, promotional materials, and advertising for your firm or a specific project. Provide PDF files or links in your digital submission packet.

Corporate Branding

Showcases consistent branding across your firm's print and collateral materials.. Submit a representative sample of materials that convey your firm's corporate identity and brand awareness. Entry may include logo application such as business cards, stationery, brochures, books, letterhead, or graphic standards manuals. Include PDF files in your digital submission packet.

Digital Marketing

Includes websites, social media campaigns, blogs, and videos used to promote your firm or a specific project. Submit a link(s) or video file in your digital submission packet.

Event Marketing

Highlights marketing for events such as holiday celebrations, trade shows, special occasions, or employee engagement activities. Provide PDF files in your digital submission packet.

Judging Criteria

All entries are scored numerically based on the following:

- Alignment with objectives in the Statement of Work
- Visual impact and design effectiveness (graphics, photography, illustrations)
- Clarity and effectiveness of messaging
- Cohesiveness of design and content
- Measurable marketing results
- Ease of navigation (for digital entries)

Any instructions in red can be replaced before completing the following slides. Section header is to remain.

Creative Brief

Title of Entry - Entry Category

Limit: 250 words (Visual assets optional)

Use this section to explain the creative concept behind your entry. Tell us what makes it stand out and why it deserves to win..

Replace this text with your project description.

TEMPLATE
SAMPLE

Visual Assets (1 of 2)

Title of Entry - Entry Category

Use this slide to showcase relevant visuals that support your entry—such as screenshots, design layouts, social media posts, or event photos. Label or briefly caption each image if helpful for context.

Replace this text with your visual content.

TEMPLATE
SAMPLE

Visual Assets (2 of 2)

Title of Entry - Entry Category

Use this slide to showcase relevant visuals that support your entry—such as screenshots, design layouts, social media posts, or event photos. Label or briefly caption each image if helpful for context.

Replace this text with your visual content.

TEMPLATE
SAMPLE

Marketing Objectives

Title of Entry - Entry Category

Limit: 100 words (Visual assets optional)

Briefly explain what your firm set out to achieve with this piece or program, and how success was measured.

Include the following details:

- Primary marketing objectives
- Time frame for the campaign or initiative
- Budget or resources allocated
- How you measured and evaluated results

Replace this text with your description.

Target Audience

Title of Entry - Entry Category

Limit: 100 words (Visual assets optional)

Briefly describe who this piece or program was designed to reach..

Include details such as:

- Who was your target audience?
- How was the piece delivered (e.g., mail, email, social media)?
- For digital entries, what were your analytical goals?
- Size, location, and role of the audience (e.g., "250 CEOs and senior managers from top California tech firms")

Replace this text with your description.

Research & Planning

Title of Entry - Entry Category

Limit: 100 words (Visual assets optional)

Summarize the strategy behind your entry. Describe how research and planning guided the final product.

Include the following:

- Market research conducted prior to planning
- Overview of your marketing plan
- Production and delivery method

Replace this placeholder text with your description.

Messaging

Title of Entry - Entry Category

Limit: 100 words (Visual assets optional)

What was the core message or call to action behind this piece?

Briefly explain:

- What you aimed to communicate
- How the message connects with the audience
- The desired response or action

Replace this placeholder text with your description.

TEMPLATE
SAMPLE

Results

Title of Entry - Entry Category

Limit: 100 words (Visual assets optional)

Summarize the results of your marketing effort. Show how it performed and what impact it had.

Briefly explain:

- ROI or measurable outcomes
- Actions taken by your audience (engagement, feedback, testimonials)
- Whether your original goals were met
- If not, what would you change or improve?

Replace this placeholder text with your description.