

**MAKING
BIG
MOVES**
2021

CALL FOR ENTRIES

AWARD SUBMISSIONS DUE JUNE 7!

Dear Industry Professional,

The SMPS SeLA Chapter is pleased to invite your firm to be among the leading marketers honored through the SMPS Communication and Achievement Awards at the 2021 SMPS Making Big Moves Workshop!

Please join us at the Sheraton New Orleans Hotel, Wednesday, July 14th to celebrate and honor exemplary achievements in communications, marketing, and professional development in the build environment.

THE SMPS COMMUNICATION AWARDS

will be presented to firms whose campaigns and materials most compellingly achieve their marketing goals. The awards, judged by an independent panel of senior professionals in the industry, will provide you and your firm with peer recognition, expert feedback, and highlight the outstanding efforts made by your marketing professionals. The Communication Awards are open to both member and nonmember firms.

Entry categories, submittal guidelines, and other information are outlined in the enclosed Call for Entries. Please direct any questions to Brock Piglia, Committee Chair, via email at bpiglia@gmail.com or telephone at (314) 401-2662.

Sincerely,

SMPS SeLA 2020-2021 Board & 2021 Making Big Moves Committee

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ABOUT THE AWARDS

Receive local recognition and publicity for your firm by entering your marketing materials in the SMPS SeLA Communication Awards competition. In addition to receiving feedback from judges with expertise in marketing, communications, and the A/E/C industry, you will also have the opportunity to show both clients and industry peers the achievements of your marketing team.

The SMPS SeLA Communication Awards will be presented to A/E/C firms whose material and campaigns most compellingly achieve their firms' marketing goals. Materials completed since 2017 will be accepted for submission. The awards program is open to both member and nonmember firms.

Winners will be recognized at the 2021 SMPS Making Big Moves Workshop.

Due to the unforeseen circumstances surrounding COVID-19, awards will be given to applicants presenting innovation and adaptability in the industry as it pertains to the award category. We understand that much of the criteria in the award categories may have not been feasible, so get extra creative!

COMMUNICATION AWARD CATEGORIES

MARKETING CAMPAIGN

This category includes newsletters, direct mail campaigns (digital and print), internal marketing communications, promotional materials, and advertising. These can apply to your firm or to a specific project. Please provide PDF files or links in your digital submission packet.

CORPORATE BRANDING

A consistent graphic image applied to 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, stationary, brochures, letterhead, or graphic standards manuals. Please include PDF files in your digital submission packet.

WEBSITE

A website that either promotes your firm or has been launched by your firm for a specific project. Please submit a link to the website in your digital submission packet.

SOCIAL MARKETING

This category includes social media campaigns, blogs, and video marketing that have been launched to promote your firm or to promote a specific project. Please submit a link(s) or video file in your digital submission packet.

MISCELLANEOUS

This category includes holiday events, trade shows, special events, employee engagement events, and books. Please provide PDF files in your digital submission packet.

SUBMISSION REQUIREMENTS

1. All materials must be submitted digitally, either via Dropbox or USB.

Entries submitted via Dropbox:

- Each entry must have a separate folder marked with entry name and firm name.
- Please send Dropbox link to bpiglia@gmail.com.

2. Completed Awards Application and Payment

The awards application is included in this packet and may also be downloaded from our website at smpssela.com.

- Entry fee – SMPS Members: \$75 per entry; Non-SMPS Members: \$100 per entry
- Entry fees can be paid:
 - online at www.smpssela.com
 - via check mailed to the SMPS PO Box 58446 | New Orleans, LA | 70158
 - via check delivered with USB entries to Brock Piglia

3. Statement of Work

You are responsible for developing your own statement of work, which should fit on one page and address the following:

- Describe the target audience and intended message.
- What was the marketing objective?
- Describe the process and how you implemented the stated objective.
- What differentiates your entry from other A/E/C materials/campaigns?
- What were the results and/or reaction?

4. Additional Required Files: Logo and Presentation Image

Please include one high resolution (300dpi), full color vector version of your firm's logo. Also include a one page landscape 11" x 8.5" PDF document that best represents your entry. This will be used in a visual display at the awards workshop and may be published on the SMPS SeLA website and social media accounts.

JUDGING CRITERIA

All entries will be judged on a numeric scale in each of the following evaluation criteria:

- Ability of the submission to meet the objectives as outlined in the Statement of Work
- Visual impact and effectiveness of the graphic design, photography, and illustrations
- Effectiveness of the copy and concept in communicating with the target audience
- Cohesiveness of concept and copy
- Marketing results
- Navigational effectiveness (digital submissions)

SUBMISSION INFORMATION

All entries and payment must be received by 4:00pm on Monday, June 7. Late entries and submission requirements will not be judged.

Questions?

Please contact Brock Piglia via email at bpiglia@gmail.com or at (314) 401-2662.

ENTRY FORM & PAYMENT

Category: _____
Title of Piece: _____

ENTRANT INFORMATION

Entrant Name: _____
Title: _____
Company: _____
Address: _____
City/State/Zip: _____
Phone: _____
Email: _____

CREATIVE TEAM (WRITER, DESIGNER, PHOTOGRAPHER, ETC.)

Name: _____
Role: _____
Firm: _____
Email: _____

Name: _____
Role: _____
Firm: _____
Email: _____

Name: _____
Role: _____
Firm: _____
Email: _____

PAYMENT

SMPS Member: Yes _____ No _____

Entry Fee Amount Enclosed: \$_____ Check No: _____

_____ Please check here if payment included is for multiple entries. If so, please indicate the title of the other entries of which payment is included: _____

_____ Please check here if payment for this entry is enclosed with a different entry. If so, please indicate the title of the other entry of which payment is included: _____

Checks can be made payable to: SE Louisiana Chapter of SMPS

EXAMPLE COMMUNICATION AWARD SUBMISSION

Marketing Campaign Statement of Work

1 Target Audience

The target audience included clients included sophisticated professionals, business owners, and decision makers. Specifically professionals in the life sciences, financial services, energy, real estate, media, hospitality, technology, construction, insurance, IP/tech, and maritime industries.

2 Marketing Objective

The primary objective of the cybersecurity campaign was to provide existing and potential clients with approachable and informative insight to cybersecurity and data protection. Secondly, this campaign gave team members an understanding of the cybersecurity practice area and the tools to share appropriate information.

3 Process and Implementation

- A. Strategy Session: The marketing team hosted a strategic meeting with the core team of five partners to identify what sets us apart and what areas we intended to service. From this meeting, the marketing team strategized and developed a tight campaign to target and inform existing and potential; nail clients, target select markets that we serve, and raise awareness for cross servicing opportunities within the firm. This marketing campaign lasted 30 days.
- B. Cyber Guide: A digitally published guide to cybersecurity and protecting user data. Published on August 27, 2018 and circulated to Phelps partners and shared individually with current and potential clients. [Click here to view the digital publication.](#)
- C. Presentations – Cybersecurity for the C-Suite
 - Cybersecurity and data protection practice coordinator Pablo Gonzalez provided a continuing education presentation to the Association of Corporate Counsel – Louisiana on September 6, 2018 in Baton Rouge.
 - Partners Walt Green and Chris Ralston presented at the 39th annual Tulane Business Forum, a half-day event and the largest general business conference of its kind, on September 21, 2018
- D. Post Card Takeaway – provided a two-sided posted with key information to attendees at the Tulane Business Forum.
- E. Cybersecurity + Insurance: This sub-Campaign – focused on cyber insurance involved creating a compelling marketing graphic that helped to demonstrate Phelps Dunbar's finite expertise in the area of cybersecurity within the insurance industry.

4 Differentiator

The key differentiator of this campaign was the targeted approach for marketing an identified practice area and the approachability of the information. Additionally, this marketing campaign was completed within 30 days.

5 Results | Reaction

- A. Cyber Guide: 122 views, 64 readers, and an average read time exceeding five minutes.
- B. Post Card: A physical version of the post card was provided in Tulane Business Forum's registration packet for over 750+ attendees.

