



PO Box 58446 | New Orleans, LA | 70158

Dear Industry Professional,

The Society of Marketing Professional Services, Southeast Louisiana (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 2019 SMPS SeLABration! Please join us at **The Audubon Tea Room, Thursday, October 10th** 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. Awards submissions are due by September 10, 2019.**

The SMPS Achievement Awards recognize excellence in individuals whose exceptional accomplishments stand out among marketing and business development professionals. SMPS SeLA relies on your nominations to determine which current and future industry leaders deserve our community's acknowledgment and appreciation. **These award submissions and nominations are open to SMPS SeLA chapter members. Award submissions and nominations are due by September 10, 2019.**

To participate, please review the enclosed Call for Entries for both awards programs. Entry categories, submittal guidelines, and other information are outlined. Please direct any questions to Erin Shaw, Gala Chair, via email at erin@fhmyers.com or telephone at (504) 734-1073.

Sincerely,

SMPS SeLA 2019-2020 Board & 2019 SeLABration Committee

SMPS Southeast Louisiana Board

Alexis Vigier Miranne, President
AOS Interior Environments

Fannie Marcotte-Bennett, President Elect
Buchart Horn

Whitney Watson, Past President
Digital Engineering

Amanda Price, Secretary
Amanda Price Events

Gia Pieri, Treasurer
Woodward Design+Build

Kylee Arnold, Director-at-Large, Communications
Cazayoux Creative

Brandi Johnson, Director-at-Large, Programming
Thunder Marketing

Elizabeth Wright, Director-at-Large, Member Services
REI Promos

2019 SMPS SeLABration Committee

Erin Shaw, Committee Chair
FH Myers Construction Corp.

Britton Grush
Ryan Gootee General Contractors

Kelly Primeaux
TLC Engineering Solutions

Cherie Stivers
N-Y & Associates

Jason Villere
BRAYN Consulting LLC



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 2015 will be accepted for submission. The awards program is open to both member and nonmember firms.

Winners will be recognized at the 2019 SMPS SeLABration on Thursday, October 10th at the Audubon Tea Room.

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

I. 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 gala@smpssela.com.

Entries submitted via USB

- Please drop off USB to Erin Shaw, Gala Committee Chair
- FH Myers, 520 Commerce Point, New Orleans, LA 70123

II. 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 Erin Shaw

III. 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?

IV. 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 Gala 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 September 10, 2019**. Late entries and submission requirements will not be judged.

Questions?

Please contact Erin Shaw at erin@fhmyers.com or (504) 734-1073.



Entry Form and 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 entry in which payment is included:

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



EXAMPLE COMMUNICATION AWARD SUBMISSION - Marketing Campaign Statement of Work

I. 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.

II. 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.

III. 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.

IV. 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.

V. 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.

EXAMPLE COMMUNICATION AWARD SUBMISSION - Marketing Campaign Presentation Image

CYBERSECURITY CAMPAIGN



Presentations

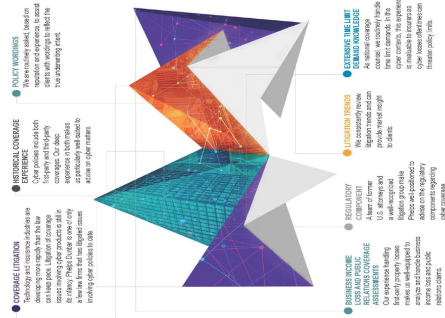


Cyber Guide

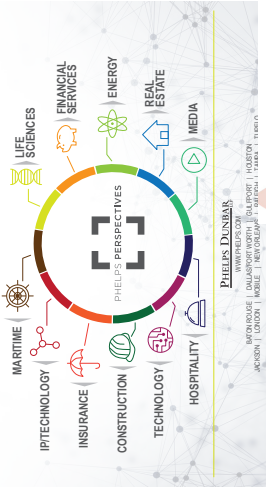
122 VIEWS	64 READERS	05:49 AVG. READ TIME	11:50:58 TOTAL READ TIME
VIEWS ON DEVICES			
89% DESKTOP	0% TABLET	11% MOBILE	

Sub-Campaign

WHAT SETS US APART?



SECURITY PREPARATION



Postcard

SECURITY PREPARATION

WAYS TO MINIMIZE RISK

- Stay aware of current cybersecurity issues.
- Require employees to use complex passwords.
- Change every 90 days.
- Identify and build a forward team to enhance a breach in the event of a security incident.
- Build a range of cybersecurity and data privacy training opportunities for employees.
- Create a Crisis Management Plan.
- What are the consequences of a breach?
- What are the consequences of a breach?
- Purchase cybersecurity insurance.

PREPARATION CHECKLIST

- ✓ Implement cybersecurity technology
- ✓ Educate your employees
- ✓ Assemble a response team and plan
- ✓ Address cybersecurity contractual risks
- ✓ Obtain cybersecurity insurance

PHILIPS PERSPECTIVES

PHILIPS DUNBAR | DALLAMWAY NORTH | DALLAMWAY SOUTH | HOUSTON
HOUSTON | LONDON | MOBILE | NEW ORLEANS | TAMPA | TEXAS CITY



PHELPS DUNBAR

ABOUT THE AWARDS

The SMPS Achievement Awards recognize excellence in individuals whose exceptional accomplishments stand out among marketing and business development professionals. SMPS SeLA relies on your nominations to determine which current and future industry leaders deserve our community's acknowledgment and appreciation. These award nominators and nominees are only open to members of the SMPS SeLA Chapter (except the Industry Influencer nominee may be a nonmember), therefore firms must employ at least one current SMPS member. **Award submissions are due by September 10, 2019 and there are no entry fees for the Marketing Achievement Awards.**

Winners will be recognized at the 2019 SMPS SeLabration on Thursday, October 10th at The Audubon Tea Room.

MARKETING ACHIEVEMENT AWARD CATEGORIES

COMMUNITY SERVICE PROGRAM OF THE YEAR

A community service program that is a shining example of one firm's or member's commitment to its community and/or individuals in need.

SMPS SeLA RISING STAR OF THE YEAR

While in their early years of membership, this Rising Star has jumped in with both feet, becoming an engaged member who actively seeks way to add value to the chapter. The Rising Star must:

- Have joined SMPS within the last 3 years
- Been actively involved in an SMPS Committee
- Attend and participate in SMPS events

SMPS SeLA MEMBER OF THE YEAR

This member has demonstrated significant commitment to the organization during the past year. The member has gone above and beyond the role of the typical member and has made significant contributions to the chapter in the process.

SMPS SeLA HALL OF FAME

This person represents the "best of the best" among their peers in the A/E/C marketing industry. These individuals have a long, rich history of success in the Southeast Louisiana build environment and have made a significant impact on professional services marketing and the SMPS SeLA Chapter. Nominee must be an SMPS member.

INDUSTRY INFLUENCER OF THE YEAR

This individual or entity represents someone who has made a significant impact in our region. This influencer has greatly elevated and contributed to both the built environment and our community while demonstrating a commitment to encourage and/or implement innovative ideas/practices. **Nominee does not need to be an SMPS member.**



SUBMISSION REQUIREMENTS

SMPS SeLA members may nominate an individual/firm for the outlined categories. In order to be eligible for SMPS member-only awards, the nominated person must be a member of SMPS or the firm must employ at least one SMPS member (except the Industry Influencer nominee may be a nonmember). **Multiple nominations are encouraged.**

HOW TO PARTICIPATE

I. Complete the Nomination Form

- The nomination form is included in this document and may also be downloaded from smpssela.com.
- There is no entry fee for the Achievement Awards.
- Email the completed form to the committee at gala@smpssela.com
- Nominee will be informed of their nomination by the committee chair and will have the option to withdraw themselves from nomination. In this case, their nominator will be informed.

II. Submit Your Vote

- An announcement of nominations and voting ballot will be sent out to SMPS Members.
- Voting instructions will be provided in the announcement.

SUBMISSION INFORMATION

All entries must be received by **4:00pm on September 10, 2019**. Late entries and entries that do not follow submission requirements will not be included.

Questions?

Please contact Erin Shaw at erin@fhmyers.com or (504) 734-1073.



Nomination Form

Category: _____

Nominee Information

Nominee Name: _____

Title: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

Nominator Information

Nominator Name: _____

Title: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

Reasons for nomination: _____

