



**Society for Marketing  
Professional Services  
Southeast Louisiana**

PO Box 58446 | New Orleans, LA 70158

August 25, 2011

Dear Design Industry Professional:

On Thursday, November 10, 2011, Architecture, Engineering and Construction industry marketers, principals and other professionals will gather at the Westin New Orleans Canal Place in the Crescent Ballroom to celebrate the "best-of-the-best" in marketing for the local industry. The event is the 2011 SMPS SeLABration, hosted by the Society for Marketing Professional Services (SMPS) Southeast Louisiana Chapter (SeLA). Founded in 1973, SMPS represents a dynamic network of 6,900+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada.

The **2011 SMPS Design Awards**, the centerpiece for the SeLABration, will showcase the winning marketing tools – such as brochures, newsletters and websites -- used by participating marketing professionals. A second program, the **2011 Marketing Achievement Awards**, will recognize excellence in marketing achievement by professionals in the design and building industry.

To participate, please review the enclosed Call for Entries for both awards programs. Details, submittal guidelines and other information are carefully outlined. All entries will be judged and the winners will be showcased at the SeLABration on November 10, 2011.

All A/E/C firms receiving this letter are encouraged to participate in this event. This is the only opportunity in region, where A/E/C marketing professionals and principals can be recognized for their marketing achievements. We look forward to seeing you at the SeLABration!

Sincerely,

*SMPS Southeast Louisiana Board & 2011 SeLABration Committee*

**SMPS Southeast Louisiana Board**

Christian Generes, LEED AP, President  
Landis Construction Co., LLC

Robert Norton, President-Elect  
Woodward Design Build

Erin Shaw, Secretary  
F.H. Myers Construction Corp.

Caroline Pesses, Treasurer  
Modern Market | m2 studio

Lindsey L. Cavalier, Director-At-Large

Tiffany Bergeron, Director-At-Large  
Duplantis Design Group

Nicole L. Dufour, CPSM, Past-President  
A/E/C Marketing Consultant

**2011 SeLABration Committee**

Erin Shaw, SeLABration Chair  
F.H. Myers Construction Corp.

Caroline Pesses, Sponsorship Chair  
Modern Market | m2 studio

Cherie Stivers, Judging/Awards Chair  
PSI, Inc.

Gia Pieri, Presentation Chair  
Woodward Design+Build

Lindsey L. Cavalier, Graphic Designer





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## CALL FOR ENTRIES 2011 Design Awards

Receive local recognition and publicity for your firm by entering your marketing materials in the **2011 SMPS SeLA Design 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.

All entries will be showcased at the 2011 SMPS SeLAbration on Thursday, November 10, 2011 at the Westin New Orleans Canal Place in the Crescent Ballroom, as well as recognized on the SMPS SeLA website and in the SMPS newsletter. The winner in each category will be recognized for their exemplary work.

### **Judging Criteria**

All entries will be judged on a scale of one to ten in each of the following categories:

- Ability of the submission to meet the objectives stated in the clarification statement
- Visual impact 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 where applicable
- Navigational effectiveness (website only)

### **What to Enter**

**Marketing materials designed, published and distributed to promote services and firms in the A/E/C industry from January 2006 to present may be submitted in any of the following entry categories. Each piece may only be entered once. Work produced prior to 2006 will not be considered.**

**Company Overview Brochure** - A print publication describing your firm's general capabilities, scope of services and/or areas of expertise.

**Newsletter** - An external client-focused or internal employee-focused publication designed in a newsletter format and produced via print or electronic media.

**Direct Mail Campaign** - Marketing materials designed to reach a specific target audience through the mail and elicit a response. A direct mail program may include form letters, pamphlets, postcards, and announcements. Submit all the pieces in a series of mailings.

**Corporate Identity Program** - A consistent graphic image applied to your firm's print and collateral materials. Submit a representative sampling of materials that convey your firm's corporate identity. Entry may include logo application such as letterhead, business cards, brochures, newsletters, note cards, and corporate identity manual or graphic standards.

**Website** - A website that either promotes your firm or has been launched by your firm for a specific project. Submit printouts of 5 - 10 pages of the website, including the home page. The website will also be judged online, so it should be operational between the time of submission and the 2011 SMPS SeLAbration.

**Best Creative Marketing Tactic** - You might have unique marketing collaterals that you use in addition to your firm brochure. These pieces would be designed to gain attention for your firm, while enhancing marketing efforts. Submittals could include branded products, PR outreach programs, PowerPoint presentations, direct mailers, etc. This category would be more about encouraging outside of the box thinking of how to stand out from the rest of the pack.





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## CALL FOR ENTRIES 2011 Design Awards

### **How to Enter**

All materials, including entry form and demonstration materials, must be submitted in one 8.5"x11", half-inch or one-inch three-ring view binder (the binder will have a clear slip-in pocket on its front for a cover sheet.) A separate binder is required for each entry category.

All information and materials contained in the binder must be inserted into clear plastic sleeves. For larger items that do not fit into sleeves, you may use large metal binder clips or rubber bands to attach items to the binder. All demonstration materials must fit within the binder.

Each binder must contain the following in this order:

### **I. Entry form and Payment**

Place two copies of the completed entry form and payment check inside the clear cover of the binder. You do not need to create a cover sheet for the front cover of the binder. The entry form is included in this document and may also be downloaded at [www.smpssela.org](http://www.smpssela.org).

#### **Entry Fees**

SMPS Members: \$35 per entry Non SMPS Members: \$50 per entry

### **II. One Page Entry Clarification Sheet**

You are responsible for developing your own Entry Clarification Sheet, which should fit on a single page and convey the following key points to the judges:

- Your Audience
- Research and Planning
- Marketing Objectives
- Tangible Results Achieved

### **III. Exhibit as specified above**

### **IV. Digital Images**

At the Awards Gala, winning entries and the submitting firm will be featured in an electronic presentation. Please photograph, scan, or screen capture **three (3) to five (5)** high resolution images that best represent your entry. Provide these, along with a high resolution scan of your company logo. All of these images must be saved onto a CD, formatted to be viewable on a Windows-based computer. The images should be color jpgs, and must be at minimum 96 dpi in resolution and no smaller than four inches in width or height. Label the CD with title of the piece and the category. CDs should be included in an envelope with the Clarification Statement.

### **Deadline**

All entries with payment must be received by **5:00 p.m. on Friday, September 30, 2011**. Late entries and entries which do not follow submission requirements will not be judged.





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## CALL FOR ENTRIES 2011 Design Awards

### **Deliver To**

SMPS Gala Award Entry  
c/o Professional Service Industries, Inc.  
Attn: Cherie Stivers  
724 Central Avenue  
Jefferson, LA 70121  
Phone: 504-733-9411  
Email: [cherie.stivers@psiusa.com](mailto:cherie.stivers@psiusa.com)

Submittal binders will not be returned. They will be available for pick-up at the awards gala or from the awards chair for 30 days following the gala, after which they will be discarded.

### **Direct Questions To**

Erin Shaw  
SMPS SeLABration Committee Chair  
Phone: 504-734-1073  
Email: [erin@fhmyers.com](mailto:erin@fhmyers.com)

or

Cherie Stivers  
SMPS SeLABration Judging/Awards Chair  
Phone: 504-733-9411  
Email: [cherie.stivers@psiusa.com](mailto:cherie.stivers@psiusa.com)





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CALL FOR ENTRIES  
2011 Design Awards

# Entry Form and Payment

**Category:**

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**Title of Piece:**

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## Entrant Information

Entrant Name 

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Title 

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Company 

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Address 

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City/State/Zip 

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Phone 

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Fax 

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Email 

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## Creative Team

Writer 

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Firm Name 

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Phone 

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Email 

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Photographer/Graphic Artist 

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Firm Name 

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Phone 

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Email 

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Other Creative Team Member 

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Firm Name 

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Phone 

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Email 

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## CALL FOR ENTRIES 2011 Design Awards

### Payment

SMPS Member:

Yes

☐

No

☐

Entry Fee Amount Enclosed: \$ \_\_\_\_\_

Check Number: \_\_\_\_\_

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

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

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## CALL FOR NOMINATIONS 2011 Marketing Achievement Awards

The annual **SMPS-SeLA Marketing Achievement Awards** program recognizes excellence in marketing achievement by marketing professionals in the design and building industry.

Nominate a colleague or firm to receive local recognition and publicity by entering them in the 2011 SMPS SeLA Marketing Achievement Awards competition.

Winners will be recognized for their exemplary work at the 2011 SMPS SeLABration on Thursday, November 10, 2011 at the Westin New Orleans Canal Place in the Crescent Ballroom, as well as on the SMPS SeLA website and in the SMPS SeLA newsletter.

### What to Enter

**Eligibility:** Firms nominated must employ at least one SMPS member.

**Entry Categories:** Individuals are encouraged to submit in any of the following categories. Nominator must notify nominee and submit written confirmation of the nominee's acceptance. Confirmation can be in the form of a letter or email. Nomination of multiple individuals for each category is encouraged:

**Client of the Year** - An individual, private company or public entity located within the Southeast Louisiana region that has commissioned A/E/C related services from the nominating SMPS member firm and has demonstrated a consistent, long-standing commitment to excellence through the encouragement of innovative ideas/practices and the support of teamwork and quality design and construction. The entity exemplifies significant contributions to both the built environment and the community.

**SMPS-SeLA Member of the Year** - Member has demonstrated significant commitment to the organization during the past year. The Member has gone above and beyond the role of a typical member and has made significant contributions to the Chapter in the process.

**SMPS-SeLA Member Firm of the Year** - Firm has made a significant contribution to the SMPS SeLA Chapter during the past year.

**Community Project of the Year** - This winning project should be a shining example of one firm's commitment to its community or individuals in need.

**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 built environment and have made a significant, indelible impact on professional services marketing and the SMPS-SeLA Chapter. SMPS-SeLA can induct up to two individuals per year. Nominee can be a member or non-member.





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## CALL FOR NOMINATIONS 2011 Marketing Achievement Awards

### **How to Enter**

An entry form for the **Marketing Achievement Awards** is located on the last page of this document. One or all categories can have a nominee. Complete the form and email to: Cherie Stivers, SeLABration 2011 Judging Chair at [cherie.stivers@psiusa.com](mailto:cherie.stivers@psiusa.com) or fax 504-733-8161. The names of nominees and nominee descriptions will be then announced via email to SMPS-SeLA membership on or immediately after September 30. Voting by email will start on that date and continue through 5 p.m. on Friday, October 14. Voting instructions will be provided with the announcement.

Nominees will be informed of their nomination by the Judging Committee. They have the option to remove themselves from the nominations.

**There is no entry fee for the Marketing Achievement Awards.**

### **Direct Questions To**

Cherie Stivers  
SMPS SeLABration Judging/Awards Chair  
Phone: 504-733-9411  
Email: [cherie.stivers@psiusa.com](mailto:cherie.stivers@psiusa.com)

or

Erin Shaw  
SMPS SeLABration Committee Chair  
Phone: 504-734-1073  
Email: [erin@fhmyers.com](mailto:erin@fhmyers.com)  
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## CALL FOR NOMINATIONS 2011 Marketing Achievement Awards

# Nomination Form

**Category:**

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### Nominee Information

Nominee Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Reasons for Nomination:**

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## CALL FOR NOMINATIONS 2011 Marketing Achievement Awards

# Nominator Information

### Category:

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Nominator Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

