

2020-2021 Marketer of the Year Award

This award is given to an individual who markets professional AEC services primarily in Greater Cincinnati and/or Greater Dayton. This award recognizes leadership, achievements and accomplishments in his or her career. Self nominations are encouraged, as well as nominations from members and nonmembers. The award will be presented during the Greater Cincinnati SMPS Annual Meeting on June 17, 2021.

The winner of Marketer of the Year will receive an award and a \$250 scholarship of their choice towards either:

1. Earning the CPSM certification (if eligible)
2. Attending Build Business (SMPS National Conference) or an SMPS Regional Conference

The recipient must use this scholarship within two years of receiving the award (June 10, 2023).

Eligibility

Nominee must:

- Be an employee/owner of a company whose practice focuses on the built environment
- Work in Greater Cincinnati (Tri-State) or Greater Dayton
- Have been in marketing and/or the AEC industry for at least five years

Judging Criteria and Scoring

Selection shall be based on the following criteria:

1. Establishing and maintaining high standards of marketing (can include market research, marketing planning, client and business development, proposals, promotional activity, and management)
2. Accomplishments, measurable results, benefits and how they exemplify marketing excellence
3. Exhibited leadership in the AEC community (Active contributor to SMPS including leadership and engagement locally, regionally, or nationally. Well-known and respected in the industry, speaking engagements, publishing, etc.)
4. Mentorship, training or education of other marketers/AEC professionals (formal or informal, within firm, via SMPS or other industry organizations, etc.)

Criteria	Points
High Standards of Marketing	25
Accomplishments, Results, Benefits	30
Leadership	20
Mentorship, Training, Education	25
Total	100

Judges from outside the chapter will evaluate the awards based on the above stated criteria. Judges will be assembled for their expertise in areas of marketing, communications and the AEC industry as a whole.

Deadline and Requirements

Send one PDF of the entire nomination form and responses to the criteria for each candidate by 5:00 PM EST on Friday, May 7, 2021, to Jessica Kentrup at jessica.kentrup@thinkchamplin.com.

Late entries and those not following submission guidelines will not be considered. Any evidence of plagiarism or false statements will cause the candidate to be disqualified.

Submittal

A single PDF file of Items 1 and 2 shall be submitted. Please include a separate file with the color headshot. Each package must include the following information in the order stated:

1. Nomination Form (to be completed by nominator -- see following page) Statement from nominator that is 250 words or less as to why nominee should receive the award. If self-nominating, please include a letter of recommendation from a principal/executive at your firm. Alternatively, you may submit a letter from a colleague in a leadership position within SMPS, a similar AEC industry organization, or a marketing organization. This letter serves as a substitute for the statement from nominator.
2. Submission to Address Criteria (to be completed by nominator) – limited to two 8½" x 11" pages with a font size of no less than 10 pt. The Qualifying Statement should describe how the nominee meets/exceeds all of the award criteria. Specific examples should be given. No additional documents are permitted, though graphics, quotes and call-outs can be used within the two pages.
3. Digital color photo of nominee – provide a 1-3 MB color headshot in JPG format.

Questions

Please address any questions to Jessica Kentrup at jessica.kentrup@thinkchamplin.com.





Nomination Form Deadline

5:00 PM EST on Friday, May 7, 2021, to
jessica.kentrup@thinkchamplin.com.

Nominee:

Title:

Company:

Address:

City, State, Zip:

Phone:

Mobile:

E-mail:

Statement from Nominator (250 words or less)

If self-nominating, please include a letter of recommendation from a principal/ executive at your firm. Alternatively, you may submit a letter from a colleague in a leadership position within SMPS, a similar AEC industry organization, or a marketing organization. This letter is in substitution of the below Statement from Nominator.

I chose to nominate this person as the 2020-2021 Marketer of the Year for the following reasons:

Nominated By:

Title:

Company:

Phone:

E-mail: