SMPS OC
Member Appreciation Awards

SMPS ORANGE COUNTY

Honoring Excellence in Marketing Communications & Professional Achievement

SMPS Orange County's Member Appreciation Awards recognize excellence in marketing communications and the outstanding achievements of top marketing professionals.

Member Appreciation Awards are granted to "Rising Stars" in the industry and Member of the Year. These professionals will be recognized for exceptional accomplishments in our industry.

Submissions are judged by a selection panel of SMPS leaders, including the Membership Director, President, President-Elect, an SMPS Fellow, and another California-based Chapter Board Member. The awards provide an opportunity for peer recognition and to showcase the outstanding efforts made by those with a passion for our industry.

Nominations may be submitted by both members and non-members with offices located in the Orange County region. However, only members are eligible to receive awards. If you need to confirm your nominee's membership status, please contact suzie.bravo@oneatlas.com.

* To help ensure a prompt response, please title this email request: *SMPS OC Award Nominee Membership Status*

Member Appreciation Awards

- Rising Star of the Year (<5 years of experience)
- Member of the Year (5+ years of experience)

The Rising Star receives:

- A feature on SMPS-OC website/social media
- $75 credit towards SMPS-OC education event in the 2021-2022 year
- Free luncheon in the 2021-2022 year
- Engraved award

The Member of the Year receives:

- A feature on SMPS-OC website/social media
- $150 towards 2021 Pacific Region Conference registration
- Free luncheon in the 2021-2022 year
- Engraved award

RISING STAR

This award salutes a marketer who has shown dedication to SMPS Orange County through Chapter involvement and is becoming one of the industry's shining stars! To be eligible for this award, the candidate must have less than five years of industry experience and be an SMPS Orange County Member in good standing. Please note, current SMPS Orange County Board Directors are not eligible to receive this award.

What does it take to be a winner?

Candidates should demonstrate their commitment to the field of marketing professional services and show an aptitude for leadership. Factors include:

- Establishing and maintaining high standards of marketing
- Exhibiting involvement and leadership in the Orange County Chapter
- Outstanding commitment to professionalism

How to apply

- Email Nomination Form to Membership Director: suzie.bravo@oneatlas.com
  - Due on or before **June 25, 2021, 12:00 NOON** (Pacific Time)
    - Nominations received after this date/time may not be considered
  - Email subject line should read:
    2021 SMPS OC Member Award Nomination: *Name of Nominee*
  - The nomination documents should be in one pdf file or zip file titled:
    2021 SMPS OC name of award *(ex: rising star)* **name of nominee**

Nomination will include:

- 1-2 pages (font size legible) letter that describes:
  a. Who you are nominating and how you have experienced his/her exemplary service
  b. His/her involvement with and support of the SMPS Orange County Chapter
- Work samples – send 1-3 samples of material the candidate has developed as a professional services marketer (i.e., brochure, proposal section, advertisement, a printout of website content)
- Link to the candidate's professional LinkedIn page/resume

MEMBER OF THE YEAR AWARD

This award salutes a marketer's achievement, extraordinary leadership, and significant contributions to his/her firm's marketing success during the past year. To be eligible for this award, this candidate must be a mid-to-senior level marketer who demonstrates a passion for out-of-the-box thinking, creativity, and communication skills.

The candidate must have more than five years of industry experience and be an SMPS Orange County Member in good standing. Please note, current SMPS Orange County Board Directors are not eligible to receive this award.

What does it take to be a winner?

Candidates should demonstrate their commitment in all the following areas:

- Strategic Planning – facilitates research of industry trends and firm goals, develops strategic marketing plans, and produces result-oriented business development plans
- Management – demonstrates the ability to lead within the firm and throughout the industry by contributing to the success of internal (i.e. operations, finance, administration) and external (i.e., SMPS Orange County) organizations
- Communications – develops successful communication programs utilizing marketing materials (i.e., direct mail, newsletters, social media, press releases, advertising, trade shows, and/or special events) to produce tangible benefits
- Innovation – introduced a new marketing approach or service that added value to the firm and/or received positive recognition from clients
- Education and Training – facilitates or participates in an internal professional development program to help marketing and technical staff better understand the role of marketing, business development, client support, and mentorship within the firm
- Service – devotes time to the growth, visibility, and advancement of marketing within the AEC industry through professional articles, public speaking engagements, technical training, and/or supporting organizations (i.e., SMPS Orange County)

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      2021 SMPS OC name of award *(ex: rising star)* **name of nominee**

Nomination will include:

- 1-2 pages (font size legible) letter that describes:
    a. Who you are nominating and how you have experienced his/her exemplary service
    b. His/her involvement with and support of the SMPS Orange County Chapter
    c. How the candidate has demonstrated leadership in the following areas:
        1. Promotes excellent marketing techniques in his/ her respective firm
        2. Maintains a visible position in the marketplace through service to the profession
        3. Creates/distributes quality materials

- Work samples – send 1-3 samples of material the candidate has developed as a professional services marketer (i.e., brochure, proposal section, advertisement, a printout of website content)
- Link to the candidate's professional LinkedIn page/resume