



Society for Marketing  
Professional Services

## Central Florida

### Marketer of the Year Award

SMPS Central Florida's highest honor for professional achievement. This award is given to an individual who markets professional A/E/C services primarily in the Central Florida area. The award recognizes leadership, achievements and accomplishments in his or her career. Membership in SMPS Central Florida is not required.

### Judging Criteria and Scoring

Selection shall be based on the following criteria:

- Establishing and maintaining high standards of marketing (can include strategic planning, business development, management, innovation, public relations, etc.)
- Accomplishments, measurable results, benefits and how they exemplify marketing excellence
- Exhibited leadership in the A/E/C community (well-known and respected in Central Florida A/E/C community; speaking engagements, publishing, etc.)
- Mentorship, training or education of other marketers in the A/E/C community (formal or informal; within firm, within SMPS or other professional organizations, etc.)
- Involvement with SMPS (current or past membership, speaker, offices held, etc.)

All entries will be evaluated using the following point system:

Criteria	Points
High Standards of Marketing	25
Accomplishments, Results, Benefits	25
Leadership	20
Mentorship, Training, Education	20
Involvement with SMPS	10
<b>TOTAL POINTS</b>	<b>100</b>

### Registration and Entry Deadlines

Entering the marketer of the year award is an easy, two-step process:

1. May 11, 2012 – Nomination form is due. This is the only information required at this time. There will be no entry fee for the marketer of the year award.
2. June 15, 2012 – Submission package for each entry is due.

### Submission Requirements

To submit a nomination, a completed registration form and submission package must be submitted. Jurors will evaluate the awards based on the above stated criteria. Jurors will be assembled for their expertise in areas of marketing, communications and the A/E/C industry as a whole. Self-nominations are allowed.

### Submission Package

A single pdf file of Items 1-4 shall be submitted. Please include a separate file with the color headshot. Elaborate graphics are not required or desired. Each package must include the following information in the order stated:

1. Cover Page –clearly indicate the nominee’s name and company and contact person’s name, phone number, e-mail.
2. Resume of the nominee – limited to two 8 ½” x 11” pages with a font size of no less than 11 pt.
3. Qualifying Statement – limited to four 8 ½” x 11” pages, double-spaced, with a font size of no less than 11 pt. The Qualifying Statement should describe how the nominee exceeds all of the award criteria. Specific examples should be given.
4. Collateral Material – Provide non-proprietary material that documents the nominee’s achievements (exhibits, articles, statistical or survey results, charts, photos, testimonials, etc.). Collateral material must be no more than 10 pages.
5. Digital color photo of nominee – provide a high resolution (1-3 mg file size) color headshot in jpg format.

**Nomination Forms are due by 5:00 pm on Friday, May 11, 2012**

**Submission Packages are due by 5:00 pm on Friday, June 15, 2012.**

**Nomination Forms and Submission Packages should be e-mailed to Larry Seel, CPSM, President-Elect at [seellt@cdmsmith.com](mailto:seellt@cdmsmith.com).**

**SMPS**

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## Marketer of the Year Award Registration Form

Registration Deadline: **May 11, 2012**  
Submission Package Due: **June 15, 2012**

Name of Nominee: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

SMPS Member #: \_\_\_\_\_ (if applicable)

*If you are nominating someone other than yourself above, please complete the following information:*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Registration Forms are due by 5:00 pm on Friday, May 11, 2012.**

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**Registration Forms and Submission Packages should be e-mailed to Larry Seel, CPSM, President-Elect at [seellt@cdsmith.com](mailto:seellt@cdsmith.com).**