2024 Marketer of the Year Nomination Form

Registration and Submission Package Deadline: July 12, 2024

Submission Requirements

Complete the registration form and qualifying statement to submit a nomination. Provide a high resolution (1-3MB file size) color headshot of the nominee in .jpg format. There is no entry fee for the member awards. **Self-nominations are allowed.**

Marketer of the Year

The award honors personal achievement and recognizes a member's extraordinary leadership and contribution to their firm's marketing success. Established and maintained high standards of marketing excellence, exhibited leadership in the community, proven contribution to firm marketing efforts, and demonstrated creativity and individuality in the field of marketing.

Candidates will be evaluated based on the following criteria. The judges understand that some nominee's roles might not include all aspects below. All of these criteria are considered, but significant accomplishment in one area also is considered.

- ✓ Strategic Planning and Research
- ✓ Management
- ✓ Business Development
- ✓ Communication
- ✓ Innovation
- ✓ Education & Training
- ✓ Service to the Profession

Award recognizes activity with the
SMPS Central Florida chapter for the 2023-2024 board year.

Name of Nominee: _____

Title: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ Mobile Number: _____

E-mail: _____

SMPS Member #: _____

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: _____

Submissions are due by 5:00 pm on July 12, 2024
Submissions should be e-mailed to
Erika Booker, Awards Chair, memberawards@smpscentralflorida.org

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Use the following pages to discuss the nominee's accomplishments in the following areas:

- ✓ **Strategic Planning and Research** – Facilitated research of industry trends and firm goals, developed strategic marketing plans, and produced results-oriented business development plans
- ✓ **Management –** Provided significant contributions to management in areas such as marketing organization and systems, operations, finance, administration, or human resources that positively impacted the firm's strategic goals, bottom line, and/or marketing and business development success
- ✓ **Business Development** – Directed the marketing or business development plan, resulting in the achievement of strategic or specific firm goals
- ✓ **Communication** – Developed or implemented a successful communication program that included effective marketing materials such as direct mail, print or digital newsletter, social networking, press releases, advertising, tradeshows, and/or special events that produced tangible benefits
- ✓ **Innovation** –Introduced a marketing approach or service that added value to the firm and/or received positive recognition from clients
- ✓ **Education and Training** – Established an internal professional development program to help marketing and technical staff better understand the role of marketing, business development, client support, and/or mentorship
- ✓ **Service to the Profession** – Contributed significantly to the growth, visibility, and advancement of the A/E/C marketing profession through publishing, public speaking, or training

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