smps | Seattle

SMPS SEATTLE REIGN AWARDS

2022 ENTRY PACKET

INDIVIDUAL MERIT CATEGORIES

REIGN AWARDS 22

40th Anniversary of SMPS Seattle

ABOUT THE [AWARD WINNING]

SMPS SEATTLE REIGN AWARDS

SMPS Seattle's annual Reign Awards recognizes excellence in marketing communications and outstanding achievements of top marketing professionals. The individual merit awards recognize the exceptional accomplishments of individuals in our industry.

Submitting for the Reign Awards is an opportunity to celebrate the outstanding efforts made by local A/E/C firms and individuals who have a real passion for marketing and communications in our industry.

This year the Reign Awards will be an in-person event and it will be combined with the 40th anniversary celebration of SMPS Seattle!

This packet is for those who would like to submit an individual merit nomination. Please keep reading if you are interested in learning more about how to submit and what the categories are. If you are interested in submitting a project entry in one of the Reign Awards categories, please view the other packet on the Reign Awards web page.

JUDGING
The individual merit awards are judged per noted criteria by the SMPS Seattle Executive Board. To see a list of previous winners, please visit: https://smpsseattle.org/Reign_Awards

SCHEDULE + DEADLINES
All nominations must be received by May 5th 2022.

PAYMENT INFORMATION
It is free to nominate someone for an individual merit award. Nominations may be submitted by non-members.

WINNERS DECIDED
Mark your calendar for June 15th 2022! The Reign Awards will be held in person this year!

HOW TO SUBMIT ONLINE

Go to:
smpsseattle.submittable.com/submit

Create an account.

Begin your submission and save your progress. Once you begin a nomination, you can see what is required, save your submission, and come back anytime to finish and add information.

Submit your nomination. You're done! Thank you! We will see you at the Reign Awards.

ENTRY INFORMATION:

INDIVIDUAL MERIT ENTRIES

The individual merit awards recognize the exceptional accomplishments of individuals in our industry. This is our chance to shine when it comes to outstanding efforts, and there's no cost to submit a nomination!

SCORING CRITERIA:

The individual merit awards are judged by the SMPS Seattle Executive Board and are evaluated based on the following criteria:

Nomination Statement	30 points
Involvement in SMPS Seattle and/or A/E/C Industry	10 points
SMPS and/or Marketing Accomplishments in the Past Year	10 points
Total Points Available	**50 points**

CATEGORIES:

Marketing Advocate

This award is presented to an individual as a stellar supporter of marketing who does not work in marketing specifically or have marketing in their title. This individual is committed to furthering and encouraging their own firm's or industry partners' marketing efforts on a daily basis. They assist their team by going out of the way to understand the mission and efforts of marketing.

Nomination statements submitted for this category should focus on the individual's achievements and efforts and clearly indicate how they go above and beyond the call of duty. We encourage you to nominate Firm Principals and Partners, seller/doers and collaborators who you believe should be recognized for their marketing efforts. Nominee does not need to be an SMPS member nor do they need to demonstrate significant involvement with SMPS Seattle.

Andy Zinsmeyer Member of the Year

In honor of the first member of SMPS, Andy Zinsmeyer, this award is presented to an SMPS member who has been actively involved within the chapter. This individual is very committed to the continuous growth and improvement of the chapter. Their efforts over the past year have made a marked difference in the chapter's success, whether it is a difference that affects the entire chapter or simply one component. Nomination statements submitted for this category should focus on the individual's achievements directly related to SMPS Seattle.

Rising Star

This award is presented to an SMPS member who has been an SMPS Seattle member for two years or less. This individual has made a proactive effort to be involved in the opportunities offered by the SMPS Seattle chapter and has shown great dedication to the success of the chapter and to their own growth and development. Rising Stars typically engage with the chapter in multiple ways and look to utilize all that SMPS offers, but they also seek to give back. Nomination statements submitted for this category should focus on the individual's achievements directly related to SMPS Seattle.

Marketer of the Year

This award is presented to an SMPS member who has demonstrated outstanding marketing efforts and leadership within their firm during the past year. This is an opportunity for members or non-members to recognize marketing, communications and/or business development achievements accomplished within a colleague's firm and/or the A/E/C industry in general. Nomination statements submitted for this category should focus on the individual's achievements directly related to their firm and/or the overall A/E/C industry.

President's Award

The current SMPS Seattle president has an opportunity to present an award to an SMPS member who has been dedicated to the success of the chapter during the past year. This category is not open to nominations.

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QUESTIONS?

Contact Amanda Privitt, SMPS Seattle Reign Awards Co-Chair at aprivitt@cochraninc.com or 206.492.4668.

THANK YOU FOR SUBMITTING TO THE 2022 SMPS SEATTLE REIGN AWARDS!

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