South Carolina Society of Association Executives

2019 Best in the Business Awards Info Sheet

Category: Marketing/Public Relations Program

Any new, unique or creative way that your association marketed an association product, program or event. This may include print, advertising, social media, web, and email marketing.

Judging will be based on content, writing, design, layout, photography and illustrations.

Category: Newsletter (printed/electronic)

A publication of no more than 10 pages. Submit two consecutive issues published between January - December 2018. If you are submitting a redesigned newsletter, please include a copy of the previous format. Electronic newsletter versions are acceptable; please provide link to electronic version and also provide a printed version.

Judging will be based on content, writing, design, layout, photography and illustrations.

Category: Magazine/Journal (printed)

Generally, a 4-color, glossy or coated stock publication, incorporating editorials, articles related to association issues/concerns. Submit two consecutive issues published between January - December 2018. If you are submitting a redesigned magazine, please include a copy of the previous format.

Judging will be based on content, writing, design, layout, photography and illustrations.

Category: Website/Social Media

If your association has incorporated a new successful Social Media campaign, recently re-invented your website, or are using your site in creative and innovative ways, submit your entry today. (Campaign, redesign in 2018)

Judging will be based on good design, ease of navigation, and innovation.

Category: Single Seminar/Event Marketing

This category recognizes the marketing and materials produced in promoting and executing a single seminar or event for your association. Submit samples of meeting marketing materials, agendas, and on-site materials.

Entries will be judged on creativity and innovation in communication and marketing.

Category: Coordinate Series of Seminars

This category recognizes the marketing and materials produced in promoting and executing a series of seminars for your association. Submit samples of meeting marketing materials, agendas, and on-site materials.

Entries will be judged on creativity and innovation in communication and marketing.

Category: Annual Meeting

This category recognizes the marketing materials produced in promoting your association's annual convention or meeting. Submit samples of meeting pre-event marketing and on-site materials.

Entries will be judged on creativity and innovation in communication and marketing.

South Carolina Society of Association Executives

2019 Best in the Business Awards
Info Sheet

Category: Special Program/Event

This category recognizes the marketing and materials produced in promoting and executing a special event or program (ex: 50th Anniversary, one time only event/program) for your association. Submit samples of meeting marketing materials, onsite materials and any other materials that helps the judges better understand the purpose and goal of the program/event. *Entries will be judged on creativity and innovation in communication and marketing.*

Category: Membership Recruitment and Retention Efforts

This category recognizes outstanding membership recruitment and retention efforts or programs designed to communicate the benefits of membership in your association. *Judging will be based on effectiveness, marketing appeal, design, layout, effectiveness of materials, outcomes or measurement of objective and public relations value.*

Category: Membership Directory

This category recognizes the outstanding membership directory within your organization and the information that this directory shares with your membership. *Judging will be based on effectiveness, marketing appeal, design and layout.*

Category: Event or Association Online Application

This category recognizes an outstanding mobile app that is used either for an event or for the association to provide valuable information to members and increase attendance and/or engagement. *Entries will be judged on usefulness, innovation and engagement.*

Category: Associations Advance South Carolina

Associations are key to the well-being of our society. Send a brief statement defining the program's goals, implementation and results. *Judging will be based on statement or purpose, effectiveness of project, outcomes or measurement of objective and public relations value.*

Attach copies of relevant materials or web addresses. Tell us about what your association has accomplished in one of the following areas:

- ☐ Public Education
- ☐ Skills Training and Professional Development
- ☐ Ethical, Technical or Professional Standards
- ☐ Business/Social Innovation
- ☐ Civic and Community/Volunteer Activities
- ☐ Research and Information
- ☐ Government Relations/Advocacy Efforts

2019 AWARDS PROGRAM ENTRY FORM

SCSAE
SC Society of Association Executives

_____
ASSOCIATION NAME

_____
NAME

_____
TITLE

_____
ADDRESS

_____
CITY   STATE   ZIP

_____
TELEPHONE   EMAIL

I hereby enter the SCSAE Awards competition in the following category:

☐ **Best-in-the Business Awards Categories** (see Part A) - check one:

☐ Marketing/Public Relations Program
☐ Newsletter
☐ Magazine/Journal
☐ Website/Social Media
☐ Event Mobile App (single event or conference)
☐ Association Mobile App

☐ Single Event/Seminar
☐ Coordinate Series of Seminars
☐ Annual Meeting, Conference or Trade Show
☐ Special Program or Event
☐ Membership Directory
☐ Membership Recruitment/Retention Program

☐ **Associations Advance SC** (see Part B)

Association's Total Operating Budget
circle one:
• Less than $999,999
• More than $1 millon

SUBMISSION INFORMATION:
This form must accompany each entry.
Awards entry fee: The fee for the first entry from your organization is $60; $35 for each additional entry from your organization.
All entries must be received by SCSAE by Friday, April 5, 2019.

If submitting electronically, please use this subject line:
SCSAE 2019 Awards Program
email to: info@scsae.org

If submitting using traditional post:
SCSAE 2019 Awards Program
1122 Lady Street, Suite 720
Columbia, SC 29202

Questions: Contact SCSAE at 803-888-6879 or info@scsae.org

_____
SIGNATURE (MUST BE SIGNED BY A SCSAE MEMBER)   DATE

BEST IN THE BUSINESS AWARD
PART A - "Best in the Business" Award

1. Official title of entry (include website URL, if applicable).
2. When was this project/service implemented? Beginning date(s)? Ending date(s)?
3. In 50 words or less, please describe what sets this entry apart making it an award winning entry?
4. Needs Assessment
   a. How was the need for this program/service identified?
   b. How does this program/service address this need?
5. Logistics and Production
   a. How was the program delivered to the target audience?
   b. Provide details describing promotional materials and methods.
6. Budgeting and Finance
   a. What were the financial goals?
   b. Were the financial goals met?
7. Evaluation
   a. What method(s) were used to evaluate the success of this program/service?
   b. Provide evaluation summaries.

Rules and Entry Preparation
1. Nominee Entry Form Part A responses must be submitted in the same order as the questions. Entries will not be judged unless all the questions are answered.
2. Your entry should not exceed five (5) 8 1/2" x 11" pages.
3. If submitting a hard copy of the entry:
   a. Provide one (1) original entry and five (5) copies of the data form responses. Submit only one copy of any brochures or supplemental information.
   b. Make sure each item or page in your data form is easily accessible. We suggest submitting your entry in a file folder or a 9" x 12" envelope or notebook. Please submit one set of any supporting materials, work samples, evaluation instruments, and other relevant materials.
4. If submitting an electronic copy of the entry, send the following to info@scsae.org with subject of SCSAE BIB..
   a. A MS Word document with one (1) original entry of the data form responses.
   b. Any supporting materials, work samples, evaluation instruments, and other relevant materials that can be scanned. Other supporting material may be sent as noted above.
5. All entries become the property of SCSAE and will not be returned.
6. Previous nominees that have not won an award may be re-nominated. A new data form must be submitted.
7. Do not resubmit an entry in the same category in which you previously won an award.
8. Entries must have been implemented, or the majority of the planning and preparation occurred, during 2019.
9. You may submit entries in as many categories as you choose.
10. Entry forms must be received by 5 p.m. on **Friday, April 5, 2019.** No extensions will be given.

Judging Criteria
1. The Tennessee Society of Association Executives Awards Committee will evaluate and judge all entries. The evaluation will be based on your responses to the data form questions.
2. A maximum of one entry will be recognized for each category. The committee may choose to not name a recipient of the award for that year.
3. The recipient will be announced during the awards presentation at the SCSAE Best in the Business Awards Luncheon on Monday, June 3, 2019**.**

Nominees <u>are required to register</u> for the awards luncheon on Monday, June 4 at the Marriott Resort Hilton Head Island. Go to www.scsae.org to register for the event.

1. Official name of the program/service:
2. In 50 words or less, please describe what sets this entry apart making it an award winning entry?
3. What were the activity's goals/objectives and how were they reached?
4. Describe the measurable success (outcomes) of the program and its benefits to the citizens of South Carolina.

Rules and Entry Preparation
1. Nominee Entry Form Part B responses must be typed in the same order as the above list of criteria. Entries will not be judged unless all the criteria are addressed.
2. Your entry should not exceed five (5) 8 1/2" x 11" pages.
3. If submitting a hard copy of the entry:
   a. Provide one (1) original entry and five (5) copies of the data form responses. Submit only one copy of any brochures or supplemental information.
   b. Make sure each item or page in your data form is easily accessible. We suggest submitting your entry in a file folder or a 9" x 12" envelope or notebook. Please submit one set of any supporting materials, work samples, evaluation instruments, and other relevant materials.
4. If submitting an electronic copy of the entry, send the following to info@scsae.org with the subject of SCSAE BIB:
   a. A MS Word document with one (1) original entry of the data form responses.
   b. Any supporting materials, work samples, evaluation instruments, and other relevant materials that can be scanned. Other supporting material may be sent as noted above.
5. All entries become the property of SCSAE and will not be returned.
6. Previous nominees that have not won an award may be re-nominated. A new data form must be submitted.
7. Do not resubmit an entry in the same category in which you previously won an award.
8. Entries must have been implemented - or the majority of the planning and preparation occurred during 2018.
9. Entry forms must be received by 5 p.m. on **April 5, 2019**. No extensions will be given.

Typical areas of activity recognized through this awards category:

Public Education and Information

Civic and Community Volunteer Activities

Skills Training and Professional Development

Ethical, Technical, or Professional Standards

Economic Development Business and Social Innovation

Information and Knowledge Creation

Citizenship and Enhancing Democracy

Judging Criteria
1. The Tennessee Society of Association Executives Awards Committee will evaluate and judge all entries. The evaluation will be based on your responses to the data form questions.
2. A maximum of one entry will be recognized for each category. The committee may choose to not name a recipient of the award for that year.
3. The recipient will be announced during the awards presentation at the SCSAE Best in the Business Awards Luncheon on Monday, June3, 2019.

Nominees <u>are required to register</u> for the awards luncheon on Monday, June 4 at the Marriott Resort Hilton Head Island. Go to www.scsae.org to register for the event.