

MARKETER OF THE YEAR

To nominate someone for the 2023 Marketer of the Year Award, please review the detailed nomination eligibility guidelines included here. Go to <https://smpscolorado.submittable.com/> **submit** to complete your nomination.

The **Marketer of the Year** nominee should be recognized by others as one who stands out in the craft of marketing and communications in the A/E/C industry, and one who has made significant contributions toward promoting professionalism.

To assist you with your candidate's nomination, consider these qualifications for eligibility:

- Service to such marketing organizations as SMPS, BMA, PRSA or other groups devoted to professional growth
- Promoting good marketing and communications techniques in his or her respective firm
- Nominee has maintained a visible position in the marketplace through service to the profession, promoting Chapter activities and the creation/distribution of quality marketing materials
- Public speaking on the same subjects
- Nominee must be a current or past member of SMPS
- Nominee must live in Colorado and have been in the A/E/C marketing community for a minimum of five (5) years
- Nomination must be made by a member of the Colorado Chapter of SMPS



SMPS COLORADO
**MARKETING
EXCELLENCE
AWARDS**

Early bird entry deadline • January 31, 2023
Final entry deadline • February 26, 2023

Questions on categories or the award submittal process?

Contact Gwyndolyn Anderson at [713.408.2113](tel:713.408.2113) or mowbray@studiodredarchitects.com or Caroline Kendall at [541.948.0733](tel:541.948.0733) or caroline.kendall@anseradvisory.com

For more information and to download a copy of this form, visit www.smpscolorado.org

BUSINESS DEVELOPER OF THE YEAR

To nominate someone for the 2023 Business Developer of the Year Award, please review the detailed nomination eligibility guidelines included here. Go to <https://smpscolorado.submittable.com/submit> to complete your nomination.

The **Business Developer of the Year** nominee should be recognized by others as one who stands out in the profession of business development in the A/E/C industry, and one who has had significant success in securing professional services work.

To assist you with your candidate's nomination, consider these qualifications for eligibility:

- Conducts business with integrity and ethics. Fosters respect for his or her company and the industry as a whole
- Is an ambassador of the A/E/C community and SMPS Colorado and maintains a visible position in the marketplace
- Develops mutually beneficial business relationships resulting in significant measured growth for his or her company
- Helps other SMPS members and industry professionals grow their careers and firms
- Nominee must be a current or past member of SMPS
- Nominee must live in Colorado and have been in the A/E/C business development community for a minimum of five (5) years
- Nomination must be made by a member of the Colorado Chapter of SMPS



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FIRM LEADER OF THE YEAR

To nominate someone for the 2023 Firm Leader of the Year Award, please review the detailed nomination eligibility guidelines included here. Go to <https://smpscolorado.submittable.com/submit> to complete your nomination.

The **Firm Leader of the Year** nominee should be recognized by others as a technical leader whose influence has significantly impacted the marketing and/or business development departments within their firm. This person bridges the gap between the technical profession and the marketing world through collaboration, mentorship, and support. They whole-heartedly value the SMPS mission, “Business Transformed through Marketing Leadership.”

To assist you with your candidate’s nomination, consider these qualifications for eligibility:

- Principal, Executive, C-Suite, or person of influence in a leadership position whose main job function is not marketing or business development (BD)
- Goes above and beyond to advocate for marketing/BD processes and influence within their firm
- Drives marketing/BD involvement in firms’ strategic planning, financial goal development, and business culture
- Empowers marketing/BD team members and encourages career growth
- Nominee must live in Colorado and have 10+ years of experience in the A/E/C industry
- Nominee must be a member or have a minimum of one member of their firm in the Colorado Chapter of SMPS
- Nomination must be made by a member of the Colorado Chapter of SMPS



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2023 NOMINATION FORM

SMPS COLORADO MARKETING EXCELLENCE AWARDS

smps®

Colorado

MEMBER OF THE YEAR

To nominate someone for the 2023 Member of the Year Award, please review the detailed nomination eligibility guidelines included here. Go to <https://smpsc Colorado.submittable.com/> **submit** to complete your nomination.

The SMPS Colorado Chapter **Member of the Year** Award is given to the person who has made the greatest difference to the success, reputation, health, or function of the Chapter in the past year. This person can be a committee volunteer, committee chair or co-chair, or member of the Board.

To assist you with your candidate's nomination, consider these qualifications for eligibility:

- Service to SMPS Colorado and other organizations
- Recipient made significant contributions to the success of the organization in the past 12 months through participation as a committee member, chair or co-chair, or Board member
- The nominee goes 'above and beyond' his or her Chapter role to ensure continued Chapter success
- Nominee must be a current member of SMPS
- Nominee must live in Colorado
- Nomination must be made by a member of the Colorado Chapter of SMPS



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