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AWARD CATEGORIES



Project Awards	
Special Event or Tradeshow	An element of or the entire event/tradeshow effort.
Corporate Brand Campaign	A comprehensive, multi-tactic campaign that takes place over an extended period to promote brand awareness of your firm. The campaign must include a combination of tactics and media—print, digital, or multimedia—and implementation strategies.
Internal Communications	Any print or digital communications vehicle intended for an employee audience, including but not limited to a recognition or employee retention program, employee newsletters, awards program, or communications associated with mergers, acquisitions, or new business-line initiatives.
External Communications	A PR or communications campaign aimed at an external audience via third-party media, or a self-published client-focused publication in print format. This includes a printed or digital publication or periodical in the editorial format that presents one or more points of view.
Project Pursuit	An item or series of items developed in support of winning a project. Materials may be print and/or digital.
Recruitment or Retention Campaign	A program designed to recruit potential and retain current employees through physical or electronic communications.
Digital Media Campaign	A digital marketing piece, social media campaign, or virtual experience that utilizes online and interactive tools to generate engagement and collaboration.
Graphic Design/Visual	A top-tier graphic or visual piece. These can most likely fit into other categories, but are typically standalone graphics or elements of a larger marketing effort such as a single diagram in a presentation.
People Awards	
Marketer of the Year	<p>This individual is recognized by others as one who stands out in the craft of marketing and communications in the A/E/C industry. Considerations for eligibility:</p> <ul style="list-style-type: none"> • Marketing professional with 6+ years in the AEC industry • Service to marketing organizations such as SMPS or other groups devoted to professional growth • Promotes good marketing and communications techniques in their respective firm • Has provided thought leadership on relevant subjects • Demonstrates innovative and creative marketing strategies with significant contributions to their firm or personal growth
Business Developer of the Year	<p>This individual is recognized by others as one who stands out in the craft of business development in the AEC industry. Considerations for eligibility:</p> <ul style="list-style-type: none"> • Business development professional with 6+ years in the AEC industry • Service to such marketing organizations as SMPS or other groups devoted to professional growth • Promotes good business development techniques in their respective firm • Has provided thought leadership on relevant subjects • Demonstrates innovative and creative business development strategies with significant contributions to their firm or personal growth
Up and Comer	<p>This individual is recognized by industry peers as one who, although early in their career, is beginning to make an impact in marketing and communications or business development in the AEC industry. Considerations for eligibility:</p> <ul style="list-style-type: none"> • Marketing or business development professional with 5 or less years in the AEC industry • Promotes good marketing and communications or business development techniques in their respective firm • Demonstrates innovative and creative marketing/business development strategies with significant contributions to their firm or personal growth
Firm Leader	<p>This individual is recognized by their peers as a technical leader whose influence has significantly impacted the marketing and/or business development efforts within their firm. They bridge the gap between the technical profession and the marketing world through collaboration, mentorship, and support while whole-heartedly supporting the SMPS mission, “Business Transformed through Marketing Leadership.” Considerations for eligibility:</p> <ul style="list-style-type: none"> • Principal, executive, C-suite, or person of influence in a leadership position whose main job function is not marketing or business development • Nominee must live in Arizona and have 10+ years of experience in the AEC industry • Goes above and beyond to advocate for marketing/business development processes and influence within their firm • Drives marketing/business development involvement in firms’ strategic planning, financial goal development, and business culture • Empowers marketing/business development team members and encourages career growth

AWARD CATEGORIES

	Special Event or Tradeshow	Corporate Brand Campaign	Internal Communications	External Communications	Project Pursuit	Recruitment or Retention Campaign	Digital Media Campaign	Graphics Design/Visual
Advertising								
Book/Monograph								
Brand Awareness Campaign								
Corporate Identity								
Crisis Management and Comms								
Direct-Mail Campaign								
DE&I Communications								
Holiday (Digital)								
Holiday (Mixed)								
Holiday (Print)								
Internal Communications								
Newsletter/Publications - External								
Newsletter/Publications - Internal								
Pro Bono								
Project Pursuit Marketing								
Promotional Campaign								
Recruitment and Retention Comms								
Social Media								
Special Event (Digital)								
Special Event (Mixed)								
Special Event (Print)								
Tradeshow Marketing								
Video								
Website		