



# South Carolina Society of Association Executives

## 2020 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 2019. 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 2019. 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 2019)

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

### **Category: Single Seminar/Event Marketing**

This category recognizes the execution a single seminar or event for your association. Submit the program's purpose, goals, and content to include samples of meeting marketing materials, agendas, and on-site materials.

*Entries will be judged on creativity and ease of understanding purpose and goal of event.*

### **Category: Coordinate Series of Seminars**

This category recognizes the execution a series of seminars for your association. Submit the program's purpose, goals, and content to include samples of meeting marketing materials, agendas, and on-site materials.

*Entries will be judged on creativity and ease of understanding purpose and goal of event.*

### **Category: Annual Meeting**

This category recognizes the overall execution of your association's annual convention or meeting. Submit the program's purpose, goals, and content to include samples of meeting marketing materials, agendas, event app, conference website, and on-site materials.

*Entries will be judged on creativity and ease of understanding purpose and goal of event.*



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### **Category: Special Program/Event**

This category recognizes executing a special event or program (ex: 50th Anniversary, one time only event/program) for your association. Submit the program's purpose, goals, and content to include samples of meeting marketing materials, agendas, and on-site materials help the judges better understand the purpose and goal of the program/event.

*Entries will be judged on creativity and ease of understanding purpose and goal of event.*

### **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

# 2020 AWARDS PROGRAM ENTRY FORM



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:

- |  |   |
|--|---|
| <input type="checkbox"/> Marketing/Public Relations Program            | <input type="checkbox"/> Single Event/Seminar                     |
| <input type="checkbox"/> Newsletter                                    | <input type="checkbox"/> Coordinate Series of Seminars            |
| <input type="checkbox"/> Magazine/Journal                              | <input type="checkbox"/> Annual Meeting, Conference or Trade Show |
| <input type="checkbox"/> Website/Social Media                          | <input type="checkbox"/> Special Program or Event                 |
| <input type="checkbox"/> Event Mobile App (single event or conference) | <input type="checkbox"/> Membership Directory                     |
| <input type="checkbox"/> Association Mobile App                        | <input type="checkbox"/> Membership Recruitment/Retention Program |

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

Association's Total Operating Budget  
*circle one:*

- Less than \$999,999
- More than \$1 million

## SUBMISSION INFORMATION:

*This form must accompany each entry.*

Awards entry fee: The fee for the first entry from your organization is \$70; \$40 for each additional entry from your organization.

**All entries must be received by SCSAE by Monday, April 6, 2020.**

If submitting using traditional post:

SCSAE 2020 Awards Program

PO Box 8205

Columbia, SC 29202

If submitting in person:

SCSAE 2020 Awards Program

1122 Lady Street, Suite 720

Columbia, SC 29202

Questions: Contact SCSAE at 803-888-6879 or [arawl@scsae.org](mailto:arawl@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 -100 words, 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. When submitting 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. All entries become the property of SCSAE and will not be returned.
5. Previous nominees that have not won an award may be re-nominated. A new data form must be submitted.
6. Do not resubmit an entry in the same category in which you previously won an award.
7. Entries must have been implemented, or the majority of the planning and preparation occurred, during 2019.
8. You may submit entries in as many categories as you choose.
9. Entry forms must be received by 5 p.m. on **Monday, April 6, 2020**. 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 8, 2020.

Nominees **are required to register** for the awards luncheon on Monday, June 8 at the Desoto Savannah. Go to [www.scsae.org](http://www.scsae.org) to register for the event.

## ASSOCIATIONS ADVANCE SC AWARD

### PART B - Associations Advance SC Award



1. Official name of the program/service:
2. In 50 -100 words, 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.

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*

### 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. When submitting 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.
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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 8, 2020. **Best in the Business Award Winners will NOT be notified in advance.**

Nominees are required to register for the awards luncheon on Monday, June 8 at the Desoto Savannah. Go to [www.scsae.org](http://www.scsae.org) to register for the event.