



REQUIREMENTS

All submissions must have been created locally between January 2020 and January 2021. The award winners will be announced during the awards ceremony March 4 (date subject to change). All submissions must pertain to content that is focused on the A/E/C industry. Professional marketing organizations that wish to submit must do so in partnership with an A/E/C firm.

SUBMISSION DETAILS

All entries for the 2021 competition must be submitted digitally via [Dropbox](#). Online submission closes at 5:00 p.m. CST on February 12, 2021. **NO LATE SUBMISSIONS WILL BE ACCEPTED.**

SUBMISSION FEES:

+ **MEMBERS:** \$50 + **NON-MEMBERS:** \$65

CATEGORIES

CRISIS MANAGEMENT & COMMUNICATIONS // Entries should provide details of how a one-time crisis or ongoing critical issue was managed. Examples include: crisis management and/or communication plans, campaigns, virtual events, videos, and social media messaging created during 2020. This category also includes any event or issue that has had (or may have) an extraordinary impact on your firm's way of business and culture. The messaging can be external or internal.

FIRM BROCHURE // A digital or print piece describing your firm's general capabilities, scope of services, and/or areas of expertise.

VIDEO // A video created for external or internal communication purposes.

PROMOTIONAL CAMPAIGN // A comprehensive, multitactic external campaign that took place over a period of time to promote a specific message, event, program, or project. The campaign can be a series sent via mail, email, social media, or a combination of the platforms. There should be at least three mailers, emails, and/or posts. Submit screenshots of your emails or social media posts and/or photos of your collateral.

POWERPOINT SUBMISSION

- + Limit of 5 slides
- + Clarification statement should be the first slide of your project presentation
- + Images/text must remain within the bounds of the slide and beneath the header.
- + If awarded, the **second slide** will be displayed during the awards ceremony.

WEBSITE // A public website that either promotes your firm or was launched by your firm for a specific project. Must include the web address and 5-10 images of the website (screenshots), including the home page.

HOLIDAY PIECE // A digital or print piece produced for one-time use to promote a generally recognized holiday; examples include, but are not limited to, a greeting card, client appreciation gift, etc.

CORPORATE IDENTITY // A consistent graphic image applied to your firm's print and/or digital collateral materials for the purpose of a new corporate identity OR a rebranding of your firm. Submit a sampling of materials that convey your firm's corporate identity (along with before-and-afters for rebranding entries). This includes, but is not limited to, logos, stationery, business cards, brochures, newsletters, and promotional items.

INTERNAL COMMUNICATIONS // Any print or digital communications vehicle intended for an employee audience, including but not limited to a recognition program, awards program, or communications associated with mergers, acquisitions, or new business-line initiatives.

[DOWNLOAD POWERPOINT TEMPLATE HERE](#)

[PURCHASE ENTRIE\(S\) HERE](#)

QUESTIONS?

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