



## Outstanding Communications Awards

### Nomination Form

The purpose of the Outstanding Communications Awards is to recognize achievement in chamber communications, marketing, and public relations. Chambers in three budget categories (Under \$500,000; \$500,000-Under \$1 Million; \$1 Million & Over) may be recognized in the following divisions:

- **Public Relations Programs**
  - Crisis Communication – program designed to handle a disaster or emergency situation
  - Public Affairs – program directed toward government action or political campaigns
  - Public Service – program developed to inform the public about issues of concern
- **Membership Communications/Marketing Materials**
  - Membership Recruitment Package
  - Membership Directory
  - Magazine /Newsletter
  - Special Event Marketing/Communications
- **CVB Communications/Marketing Materials**
  - Tourism/Visitor Guide
  - Relocation Guide
  - Special Event Marketing/Communications
- **Audio/Visual/Online Communications**
  - Web site
  - Video Promotion/Marketing/Training
  - Online Audience Engagement – two-way communication that invites conversation
  - E-Newsletter
  - Webinar/Podcast

*Please note that the bulleted items are **examples** of types of programs/materials that might be entered, but are not a complete list of possible entries. If you are unsure of which category would be suit your entry, contact [director@facponline.com](mailto:director@facponline.com).*

#### **Criteria:**

Judging will be based on the intent and objectives of the entry as well as the overall professionalism of the finished product.

- Intent/Objectives – project is well thought out and has specific measurable objectives. 50%
- Evaluation – clear and measurable tools are employed to determine the success of the project. 10%
- Innovation – project represents a new or innovative objective, method, or outcome. 20%
- Professionalism – project reflects good design principles and professional standards. 20%

**Guidelines:**

- Entries must be submitted in the appropriate division and category.
- Entries for the same project may not be entered in more than one category in the same year.
- Some part of the entry must have taken place between September 2023 and August 2024.
- Entries should be submitted electronically via Dropbox or similar program and be shared with [director@facponline.com](mailto:director@facponline.com).
- All entries must include a summary of the project/publication including: Objectives, Implementation, Evaluation, and Budget. Summaries may not exceed two pages.
- Provide materials that substantiate information provided in the summary including news clippings, photos, etc.

Chamber Name: \_\_\_\_\_

Submitted By: \_\_\_\_\_

Project Title: \_\_\_\_\_

Category (please select): *If submitting more than one nomination, please complete a separate entry for each nomination.*

\_\_\_\_\_ **Public Relations  
Programs**

\_\_\_\_\_ **Membership Communications  
/Marketing Materials**

\_\_\_\_\_ **CVB Communications  
/Marketing Materials**

\_\_\_\_\_ **Audio/Visual/Online  
Communications**

Budget category: \_\_\_ Under \$500,000 \_\_\_ \$500,000-Under \$1 Million \_\_\_ \$1 Million+

Please complete and return this form by **5 p.m. (EST) on August 1, 2024.**

Awards will be presented at FACP's 2024 Annual Conference.

**Entry Fee: \$50.00** for each submission

For credit card payments:

Name on Card: \_\_\_\_\_

Visa MC AMEX Disc #: \_\_\_\_\_ exp. \_\_\_\_/\_\_\_\_ CVV#: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Questions? Call (800) 226-3269 or email [director@facponline.com](mailto:director@facponline.com)  
Send to FACP, P.O. Box 415, Babson Park, FL 33827