



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.

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 2020 and August 2021.
- Entries should be submitted electronically via Dropbox or similar program and be shared with 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, 2021.**

Awards will be presented at FACP's annual conference in September 2021.

Entry Fee: \$25.00 for each submission

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