



SMPS CT Marketing Communications Awards Submission FAQs

Eligibility and Definitions

Q: Who can enter the SMPS CT Marketing Communications Awards Program?

A: The competition is open to both SMPS members and nonmembers working in Connecticut professional services firms. Any firm may enter this competition, there is no pre-qualification or preliminary process required to enter.

Q: In what time frame must the communications project be completed in order to be eligible?

A: All entries must have been created and completed between January 2019 and January 2021 for the 2021 competition.

Q: Is there a special category for small firms?

A: No, there is not a separate category for small firms. All firms will compete together no matter the size firm.

Entry Fees

Q: How much does it cost to enter?

A: For member submissions it is \$100 for the first entry, and \$50 for each additional submission. For nonmember submissions it is \$150 for the first entry, and \$75 for each additional submission.

Deadlines

Q: What is the final submission deadline?

A: Final submissions must be received by SMPS no later than Friday, April 7, 2021, 11:59 PM. Payment must be provided before the deadline to be considered valid.

Preparing My Entry

Q: What happens if I don't follow the [submittal requirements](#)?

A: Entries that fail to follow submittal requirements will be penalized. Judges' decisions are final.

Q: Do I really need to show results?

A: Yes, results count toward your total score. Just as your firm expects you to show ROI for your marketing efforts, so do the judges for MCA.

Q: The submittal requirements asks for budget and cost information to be included, I do not want to share this information, can I still enter?

A: Only the judging panel will be viewing this information and if you would like to keep it confidential, you can clearly note that on that part of the response. It is important for the judges to have this information when judging your entry.

Q: What if my entry is too big to send via email?

A: Use the file sharing software/service of your choice when emailing Kristen Dera your entry. It is up to you to confirm she received the file prior to the submittal deadline.

Q: Where do I send my entries?

A: Kristen Dera, Sr. Marketing Coordinator, Loureiro Engineering Associates, Inc.,
kmdera@loureiro.com.

Q: What if my submission doesn't make the April 7th deadline?

A: Entries received after April 7, 2021 will not be considered for the 2021 SMPS CT MCAs.

Paying for Your Entry

Q: How do I pay for my entry via credit card?

A: If paying by credit card, visit the [2021 Marketing Communications Awards Submission Payment Portal](#) and follow the prompts to pay for your submission(s).

Q: How do I pay for my entry by check?

A: Make out the check to **SMPS CT** and mail to **SMPS CT, c/o Alicia Washington, HRP Associates, 197 Scott Swamp Road, Farmington, CT 06032**. Please include a piece of paper with the check indicating the name(s) of your submissions and how many submissions you're paying for.

Notification and Winning Entries

Q: What happens to my entry—will my submission be returned?

A: Submissions will not be returned. All entries become the property of SMPS CT and may be utilized in future MCA promotions or displayed during SMPS and industry educational events as examples of best practices in marketing communications.

Q: How are winners notified?

A: In late April/early May, a notification letter/email will be emailed to the contact listed on each entry form explaining the status of the entry. Winners will be notified of the categories in which their respective firms placed. Rankings within each category will be announced at the SMPS CT Marketing Communications Award Golden Gala held Wednesday, May 12, 2021. Winning firms will receive 1 free registration to the Golden Gala.

Judges' Choice Award

Q: Who will be judging the submissions?

A: Visit the [submission webpage](#) to view the 2021 judging panel.

Q: Will the judges get to express their favorite?

A: In addition to the top-ranking firm being awarded in each category. The judges will also vote on the submission they feel outshined the rest, no matter the category. That firm will be awarded the Judges' Choice Award.

People's Choice Award

Q: What is the People's Choice Award?

A: Even if your firm isn't selected for placement by the judges, you still have an opportunity to win the People's Choice Award. All firms that submitted an entry will be provided with instructions on how to entry their submission into the People's Choice running. Attendees will be able to view each entry and vote on their favorite. The winner of the people's choice will be announce later that night.

Have more questions? Contact [Kristen Dera](#).