



CHAPTER PRESIDENT OF THE YEAR AWARD

Submission Criteria

**Submission
Deadline:**
MARCH 31, 2025

smmps[®]
Society for Marketing
Professional Services
smmps.org

Chapter President of the Year

The SMPS Chapter President of the Year (CPY) Award recognizes an SMPS chapter president who has demonstrated excellence in leadership while serving the chapter and its members.

Submittal Requirements

ELIGIBILITY

To be eligible, the candidate must have served as president for the 2023–2024 program year. All nominations must be made by a current SMPS member. Self-nominations are accepted as well.

REPORTING TIME PERIOD

Chapter presidents who served September 1, 2023 through August 31, 2024.

DEADLINE

The PDF submission must be submitted via email by **March 31, 2025** to awards@smps.org.

SUBMISSION

Executive Summary

In 500 words or less, please summarize why your chapter's president should be awarded Chapter President of the Year. Please provide examples that demonstrate how the chapter's success could not have been possible without your nominee's thoughtful and strategic leadership. This is your opportunity to help the judges get to know the nominee and to better understand their focus and strategy for the year that made a monumental positive impact on your chapter.

In a total of 5 pages or less (not including covers, letters of support, executive summary, or addenda), submit a synopsis describing how the nominee initiated or influenced each of the 6 criteria (below). Samples of documents supporting any of the 6 items may be included in an addenda. Addenda, if included, is limited to 30 pages and should provide supplemental information only, not content.

FORMAT

1. High-Quality PDF

Email one high quality, print-ready PDF.

1. Follow the Order of the Criteria

Address all items in the exact order or the criteria provided, noting headings.

2. Document Formatting

All pages must be formatted in 8½ x 11 paper size. Use a minimum 10-point font size for the executive summary and main criteria content.

3. Copyright

Please abide by copyright laws when creating your submittal, especially regarding your submittal theme, images, etc. Copyright infringement occurs when the copyright owner's rights are violated. If you have obtained approval, the letter must be included with your award submittal.

Failure to comply with the submittal requirements listed above can result in disqualification. All submissions and their content will become property of SMPS HQ. Submissions may be used for examples of best practices and resources for SMPS accessible online and print.

Email submittal to
awards@smps.org
by
March 31, 2025

Judging Criteria and Scoring

TOTAL POSSIBLE POINTS: 100

It is encouraged that nominator's reference the recently released [SMPS Healthy Chapter Checklist](#), a valuable resource developed by SMPS HQ. This list allows chapters to self-audit and objectively indicate where a chapter's management practices stand. For the 2025 CPY criteria the checklist should be used as a guideline; it is not a requirement for this year's applicants to complete or submit with application.

1. Leadership (20 points)

- Discuss and provide examples of how the nominee's leadership style contributed to the success of the chapter, its leaders, and members.
- Demonstrate the nominee's role as a chapter leader and discuss their impact on the chapter and industry overall.
- Examples should include innovative and thought leadership, how nominee's role demonstrates emerging leader traits.
- How did they motivate, inspire, and organize people?
- What vision did they set for the chapter and how did they align their board and chapter volunteers to accomplish it?
- Actions and results might include but are not limited to: fostered an environment among chapter members and volunteers where innovative ideas and approaches were embraced and fostered; set a course to advance the chapter into the future; helped the chapter cope with change; impacted the chapter and industry overall; and motivated and inspired chapter leaders to be their best.

2. Chapter Management (20 points)

- Discuss and provide examples of how the nominee led the chapter with purpose to achieve or enhance its stability while demonstrating effective chapter management.
- Actions and results might include but are not limited to: operations to strengthen chapter infrastructure; changing course to recover from a financial challenge or continuation of a positive trend; creation of new revenue streams; implementation of programs to attract all stakeholders; development or refinement of processes or programs for recruiting and training future chapter leaders; actively foster a culture of inclusion through events, programs, and communications; and strategic investment and/or use of reserves.

3. Society Awareness (20 points)

- Discuss and provide examples of how the nominee increased visibility and awareness of the Society and advocated for the profession of marketing and business development.
- Actions and results might include but are not limited to: publicity and promotion of the Society through a variety of communications and PR channels; encouragement/support of chapter members in their efforts to advocate for the Society; collaboration with other organizations; and other activities that advance the profession of marketing and business development in the chapter's market and/or industry.

4. Membership (20 points)

- Discuss and provide examples of how the nominee participated in membership activities including member engagement and recruitment and retention efforts.
- Actions and results might include but are not limited to: implementation of recruitment/retention strategies and results; value promotion; engagement of new members; and implementation of recruitment/retention strategies for a more diverse membership.

5. Chapter Programming and Events (10 points)

- Discuss and provide examples of how the nominee developed, influenced, or oversaw the creation of chapter programming and events to deliver value to its members.
- Provide specific examples of how it supports the Society's mission and vision. Actions and results might include but are not limited to: alignment of educational programming and events with the six Domains of Practice; implementation of member onboarding and/or campaigns; creation of new programming or other initiatives; and alignment of programs and events with needs of chapter members and prospects.
- If hosting recognition program(s), does your chapter have a category targeting Certified Minority Business Enterprise* firms, professionals, and speakers?

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6. Letters of Support (10 points)

Please provide three letters of support from SMPS members detailing the nominee's leadership style, how leadership excellence was demonstrated, and how the nominee influenced change and created success. At least two letters should be from the nominee's 2023-2024 chapter board members or volunteers. The remaining letter may be from any SMPS chapter member. Each letter of support is limited to two pages. **No more than three letters will be accepted.**

*Certified Minority Business Enterprises include, but are not limited to, Minority Owned, Disadvantaged, Minority and Women-Owned, and Women-Owned Small Business Enterprises.

Award

Award will be given to an individual who meets the criteria and who has gone above and beyond in the leadership of their chapter. A Chapter President of the Year Award will not necessarily be awarded each year.

Winner Will Receive:

- One Amplify A|E|C conference registration
- Coverage in various HQ communications/publications
- Chapter President of the Year Award crystal

Reminders

- Please submit the Chapter President of the Year submittal to **awards@smps.org**
- Self-nominations are encouraged and accepted.
- No printed copy needs to be mailed in.
- No fee to enter.

RESOURCES

To review or download past winning CPY submittals, please visit the **All Chapter Leaders Community** of MySMPS.

SMPS STAFF

Contact Molly Dall'Erta at SMPS HQ at **molly@smps.org** with questions or for support.