



# AWARDS OF EXCELLENCE

Honor, reward and celebrate the  
achievements of outstanding  
chamber professionals in Missouri



## 15th Annual Chamber of Commerce Executives of Missouri Awards of Excellence

In an effort to honor, reward and celebrate the achievements of the outstanding work of the chamber professionals in the state of Missouri, we are pleased to announce the 15th Annual CCEM Awards of Excellence. This program will not only showcase the efforts of the chambers around the state, it is our hope that this program will give them the confidence to continue their professional development by participating in the ACCE Annual Awards for Communication Excellence.

### Timeline for Participation

#### June 1 - Call for Entries

An official call for entries will be publicized to all Chambers participating in the Chamber of Commerce Executives of Missouri.

#### October 1 - Entry Deadline

See the entry requirement and guidelines for a complete list of entry requirements. Absolutely no entries will be accepted after the deadline.

#### Judging

All complete entries are reviewed by three independent judges who have significant chamber of commerce experience and who are familiar with the general missions, goals, and financial limitations of chambers of commerce and not-for-profit organizations.

Each entry is evaluated on 100 point scale and consists of two parts:

A 500 word or less summary of the entry describing the following elements

- Needs Identification – Explain how the need for the communication piece is tied to the organization's goals and mission (10 points)
- Objective – State the specific, measurable, attainable, realistic and time-sensitive objectives for the piece (10 points)
- Communication Piece – This element is judged mostly by viewing the piece, but you should briefly explain the production choices for the communication piece (s) (40 points)
- Methodology – Discuss the ways the objectives were reached (20 points)
- Evaluation – Document the results of the communication piece (s) (20 points)

#### Fall Conference - Awards Recognition Luncheon (November 7, 2019)

Award winners will be announced at the CCEM Fall Conference Awards Luncheon.



## Categories

Chambers communicate with their members and the community in many different ways. Select one of the following categories that best fits your project. Please read the directions under each sub-category carefully for its own unique set of requirements. Awards will be given in five categories. Each category will be broken into two classes – small chambers and large chambers based on entries.

The categories include:

### **Electronic Communication –**

1. Websites, Blogs, Mobile Apps, Mobile Sites, Social Media Campaigns, Videos, E-Newsletters (submit two consecutive issues).
2. Includes annual dinner videos, TV programs, and computer programs. Include one copy of the program by email, DVD or CD, as well as a copy of the script. Television ads are not part of this category.
3. Websites – clearly identify in your synopsis the URLs of the website or web pages you are submitting. Entries must be accessible on the web. Also, please include examples of five of the website pages for verification.

### **Advertising Materials**

1. Print, Web, TV, radio and outdoor advertising/marketing projects; membership brochures and promotions for events, awards and products.
2. Advertisements – Includes any form of advertisements such as tear sheets, radio, TV billboards, etc. Please note that each ad is judged individually and should be submitted separately. For radio or TV ads, include one copy by email, CD or DVD; be sure to include a copy of the script as well.
3. Direct Mail Pieces – This may be emailed or mailed with the actual piece.

### **Special Publications**

1. Annual Reports,
2. Community Guides, Types of materials include chamber annual business plans, quality of life guides, chamber strategic plans, and event calendar.
3. Directories includes printed and electronic directories., Magazines (submit two consecutive issues).
4. Newsletters (submit two consecutive issues).
5. Blogs
6. Data bases

### **Member & Community Communications**

1. Campaigns (usually a complex program employing multiple media) – Advocacy, Awards Programs, Economic Development, Chamber Image, Membership Drives,
2. Magazines – Must be published at least twice a year and directed to members, prospects, or the general public. Submit two consecutive issues.
3. Newsletters – Types of materials include electronic or typeset. Include three consecutive issues.



## Programs & Campaigns

- Chamber Image Campaigns – A program developed to solidify, enhance, or improve the chamber’s standing, image, or relationships in the community.
- Economic & Business Development Programs – An on-going, long-term commitment to attracting or retaining business to the area. Examples include CEO roundtables, minority business development, business recruitment campaigns, training partnerships, etc.
- Membership Campaigns – A single effort to reach a chamber membership or program participation goal.
- Public Policy Campaigns – The chamber’s effort to secure pro-business legislation or increase community awareness on a federal, state, or local level. Must include information on the campaign’s influence on intended audience (s). The intended issue (s), and overall level of achievement.
- Special Events – A chamber-sponsored event. Examples include golf events, annual dinners, business trade shows, and educational events. Materials supporting and marketing the event must be included with the entry.
- Tourism & Community Pride Campaigns – The chamber’s attempt to attract visitors or to establish, improve, or maintain the community’s standing or image.



## CCEM Awards of Excellence Requirements and Guidelines

- Only CCEM member chambers of commerce in good standing may submit a piece. Vendors may NOT submit a piece on behalf of an organization.
- Chambers will be divided into 3 categories (S/M/L) based on the amount of their members:
  - Small: less than 400 members
  - Medium: 401-800 members
  - Large: 801+ members
- A CCEM member chamber is allowed to submit one entry per category. There are five categories, therefore a CCEM member chamber may submit a maximum of five entries.
- Communication pieces and programs must have been completed between January 1, 2018 and December 31, 2018 to be eligible.
- All entries must be emailed or postmarked by October 1, 2019. Entries emailed or postmarked after this date will not be eligible.
- If an entry is judged incomplete or not eligible upon review, it will be returned to the chamber with the entry fee, minus a \$10 processing fee per entry returned.
- Each application has to score **at least 75 points** from the judges in order to be eligible for the award.
- When submitting your CCEM entry( s), follow these steps to ensure your entry is complete:

## Entry Instructions

1. Complete the CCEM Awards of Excellence entry form;
2. Organize your entry with summary, synopsis, supporting documents and communication pieces in a folder, binder or it can simply be emailed;
3. Include the entry fee – \$25 for the first entry and \$15 for each entry after (checks made payable to CCEM);
4. Include a synopsis, thumbnail and an electronic sample of the communication materials from your entry.
5. All print entries must include a pdf. For lengthy print entries such as magazines and directories, send a pdf of the cover, table of contents and one or two features that represent the over all quality of the publication and are worthy of display.
6. Upload your files to Dropbox. New to Dropbox? It's easy to use: sign up for a free account, drag/drop (upload) files, then share those files with Tammy Long by using Tammy's email address (tlong@mochamber.com). Learn more about using Dropbox by downloading this "How-to Guide."
7. Video entries must be uploaded by you to YouTube or Vimeo with the links included on your entry form.



## Guidelines

- On the CCEM Entry Award Form please list the entry name as you would like it printed on any award you may win – Example: “Kirksville Area Chamber 2018 Report to the Community” and “Chamber Centennial Celebration Invitation.”
- If mailing, each entry must be submitted in its own folder. If you are submitting more than one entry, you will need a folder for each entry.
- If mailing, each entry must include a CD containing an electronic synopsis, thumbnail and electronic sample.
- All entries material become the property of CCEM and will not be returned.

## Submissions

Entries may be mailed to Tammy Long, Missouri Chamber of Commerce & Industry, 428 East Capitol Ave, Jefferson City, MO 65101. All entries must be postmarked by October 1, 2019. You may also email them to [tlong@mochamber.com](mailto:tlong@mochamber.com).

## Questions

If you have any questions about the CCEM Awards, please contact Kim Curtis, Awards of Excellence Chair, at (816) 761-6505 or via e-mail at [ksc@grandview.org](mailto:ksc@grandview.org).





## CCEM Awards of Excellence

*Please photocopy this form and submit a copy with each entry.*

Entry Name: \_\_\_\_\_

(Note – the entry name above is exactly how it will appear on the award.)

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

Number of Chamber Members: \_\_\_\_\_ Chamber Staff Size: \_\_\_\_\_

Person Submitting Entry: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### This Entry is for:

\_\_\_\_\_ Electronic Communication

\_\_\_\_\_ Special Publications

\_\_\_\_\_ Advertising Materials

\_\_\_\_\_ Programs & Campaigns

\_\_\_\_\_ Member & Community Communications

### Other Items Needed to Complete Your Entry:

\_\_\_\_\_ Entry Synopsis

Check Visa Discover MasterCard American Express  
Card# \_\_\_\_\_

\_\_\_\_\_ All Pertinent Project Materials

Expiration Date \_\_\_\_\_

\_\_\_\_\_ Payment for your Entry Fee

CV Code \_\_\_\_\_ Zip Code \_\_\_\_\_

\$25 first entry

Signature \_\_\_\_\_

\$15 additional entry

Total Amount Enclosed \$ \_\_\_\_\_

Mail or email your entries by October 1, 2019 to:  
Tammy Long, Missouri Chamber of Commerce & Industry  
428 East Capitol Ave, Jefferson City, MO 65101  
tlong@mochamber.com