



Chapter Education Program of the Year

The NACE Chapter Education Program of the Year award recognizes the planning, production, and execution of a chapter program that demonstrates superior achievement in educational content.

One award will be given to each of two tiers of chapter sizes.

Section 1: Elements Statement - 10 points, 250 words maximum

- Describe the program and how it met the educational purpose and objectives set forth by the chapter.
- Describe different, unique, or creative qualities which elevated the program content to an award-winning level.

Section 2: Content Development - 30 points total

- Describe the educational program as it was defined by the board and why it would benefit the chapter's membership. Include overall educational goals and how this program fits into the sponsorship solicitation letters. *10 points, 250 words maximum*
- Describe the speaker, panel, and/or presentation. *10 points, 250 words maximum*
- Describe the overall goals of the educational program and at least three concepts the attendees were meant to take away. *10 points, 250 words maximum*

Section 3: Program Execution - 15 points total

- Describe the event planning timeline, event timeline, and agenda. *5 points, 250 words maximum*
- Describe the location, venue, unusual/unique challenges, or opportunities presented by the site and the relationship between the catering and program content. *10 points, 250 words maximum*

Section 4: Marketing and Promotion of Program - 20 points, 250 words maximum

- Describe marketing/promotion strategies, items used to promote the program, and how these added to the program's success by increased contributions or attendance.
- If applicable, include ways the chapter provided maximum impact (such as leveraged resources, working with other industry organizations, charities, etc).

Section 5: Chapter Participation - 10 points total

- Discuss board/committee involvement, total number of attendees, and number of members versus number of guests that attended. *5 points, 250 words maximum*
- Provide the percentage of members attending out of TOTAL chapter membership. *5 points*

Section 6: Collateral Material – 15 points total

- Upload spreadsheet with budget as well as actual revenue and expenses. *5 points*
- Attach three photos of the program and educational materials/handouts.
- Attach one or two sample marketing materials, (such as invitations, programs, press releases, media exposure, nametags, menu cards, event surveys).
- Optionally, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link (such as Vimeo or YouTube).