



Chapter Program of the Year

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

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

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

- Describe the event and how it met the program purpose, theme, goals, and objectives set forth by the chapter. Be sure to describe any different, unique, or creative qualities which elevated the program content, theme, and presentation to an award-winning level.

Section 2: Program Execution - 30 points total

- Describe event planning timeline, event timeline, and agenda. *10 points, 250 words maximum*
- Describe the speaker, panel, and/or presentation. *5 points, 250 words maximum*
- Describe décor, special effects, lighting, entertainment, or staging used to support the event theme. *5 points, 250 words maximum*
- Describe the venue or event site, including location and any unique challenges or opportunities presented by the site. *5 points, 250 words maximum*
- Describe the relationship of catering, food and beverage design, and menu to event theme. *5 points, 250 words maximum*

Section 3: Sponsorship -15 points total

- Provide a list of event sponsors (identify NACE members), products or services, and whether donations were made in cash or in-kind. *10 points, 250 words maximum*
- Provide list of vendors and paid services and identify NACE members. *5 points, 250 words maximum*

Section 4: Marketing and Promotion of Program - 15 points, 250 words maximum

- Describe marketing/communications strategies and items used to promote the program. Also, describe how these contributed to the program's success by increased contributions or attendance.
- If applicable, include ways the chapter created maximum impact (such as leveraged resources, worked with other industry organizations, charities).

Section 5: Chapter Participation - 10 points total

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

Section 6: Collateral Material 20 points total

- Upload a spreadsheet detailing the budget, revenue, and expenses. *10 points*
- Attach two or three photos of the event or program.
- Attach one or two samples of marketing materials (such as social media posts, emails, programs, press releases, media exposure, menu cards).
- 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).