

ACEC/CO ENGINEERING EXCELLENCE AWARDS

Marketing and Public Relations' Benefits

DISTRIBUTION OF PACKAGE (for maximum visibility)

- ✓ **Newsletters** – prepare a newsletter with photos, brief description of project and your services that were provided, competition details, and mention key players including client
 - Distribute internally to employees
 - Mass mailing to clients, business associates, etc.
- ✓ **Press Release and/or advertising** – prepare separate press release or advertisement and submit to industry journals and publications for print including local area newspapers.
- ✓ **Postcard** – create a postcard of your panel for mass mailing
- ✓ **Incorporate entry into firm brochure**
- ✓ **Enter other award competitions** – such as the Golden Hat Awards sponsored by FW Dodge
- ✓ **Second Print of Board** – purchase an additional print of the board and have framed and present to client to display in their office (this not only promotes the business, the client, but also your business)
- ✓ **Display at Town Council Meetings and Library**

MARKETING TOOL

- ✓ Frame board after competition to display in office corridors for clients, business associates, employees, vendors, etc. to see
- ✓ Use 8x10 glossy or laser prints within your SOQ's
- ✓ Use slides to create a slide show for company events and presentations
- ✓ Use board to display at Career Fairs to attract potential employees
- ✓ Promote internally to motivate employees and recognize excellence in job performance

BENEFITS OF WINNING STATE

- ✓ State winner's exhibits travel to DC for the National competition (and will be seen by a lot of political leaders)
- ✓ Exhibits are displayed at the State Capitol during National Engineers Week in February
- ✓ Winners are recognized in local and national publications (such as ACE)
- ✓ Shows pride in your firm and work
- ✓ Recognizes the relationship you have with your client. Projects entered in the competition confirm the client's beliefs in the consultant's design of new ideas and innovative solutions.

PUBLICITY FROM ACEC/CO'S PR EFFORTS

- 2011 Colorado Engineers Video (aired on Comcast)
- The Denver Business Journal
- The Colorado Real Estate Journal
- Colorado Construction Magazine
- The Daily Journal
- Rocky Mountain Construction Magazine
- ACEC's National Publication: ACE Magazine
- ACEC/CO Annual Directory & Profile Magazine
- ACEC/CO's Newsletters
- KDVR FOX 31 Weathercast
- Display of panels at the State Capitol
- "Perfect Storm" CD in partnership with HDR and TV Meteorologists
- ACEC/CO website: www.cec-co.org