



CAUCE

Canadian Association for
University Continuing Education

Top reasons award winners give to enter the Design and Marketing Awards

During the recent webinar past winners Belinda Elliott-Bielecki (University of New Brunswick), Peggy Miller (Memorial University of Newfoundland) and Levent Batur (University of Victoria) shared their top reasons for entering.

Promotion and Brand Strengthening:

- Being nationally recognized by peers, speaks to the entire institution, showcases leadership, shows that you are innovative and world class. Advancement of your reputation messaging.

Team Recognition

- Speaks to the quality of what you are doing. Celebrate a job well done.
- Gives job satisfaction, where we don't always have a lot of money to spend but we can get recognition through these awards.
- Gives the opportunity to recognise the contribution and work of partners in your unit or other faculties that collaborated on projects.
- Affirmation of our work among our peers within university.
- The biggest impact of winning an award is the sharing of success stories and best practices with the wider audience within the organization... Winning an award or even just submitting and entry, allows these success stories to be shared. It brings staff together.

Learning from our peers

- Reviewing past winners. What are they doing that would work for your market?
- Judging criteria makes for a really good marketing/project plan.
- Motivation and inspiration for future work. Is this award worthy?

Reflection

- Reflection on what you have done over the past year can be a proud moment to remember everything you have accomplished in the past year.



Tips for submitting

1. Carefully read each category description to choose the best category that your campaign or project best fits under.
2. Ensure your campaign or its results took place in the eligible period.
3. Follow all requirements and guidelines for your particular category. Answer all information that is requested on the submission forms.
4. Be sure to discuss objectives/strategic direction any use of research that contributed to the development of your plan, a clear outline of the target market you are looking to appeal to.
5. Demonstrate how your project was innovative, unique or original.
6. Include results – metrics such as enrolment, impression numbers, click through rates, number of leads generated, compare them to past similar initiatives if appropriate.
7. Know your audience, write in a voice that is engaging and compelling, and easy to understand. Avoid technical jargon or fluff. Be clear and concise. Be aware of the word count limit for the category you are submitting to.
8. Provide supportive materials.
 - Show off your colourful, creative marketing materials to back up your submission.
 - Provide more details visually of any results and ROI that led to why your project was a success.
 - Take some time to consider how to present your supportive materials. The branding and layout of any visual communication can help sell your entry. Perhaps have only one supporting document that is visually engaging and easy for judges to review.
 - Make the supportive material logical – show the flow of the work so that the judges don't need to dig to find out if you have met the criteria in the judging rubric.
9. Collaborate. Share drafts of the submission with team members or others that participated in your submission. People close to the project may have valuable insights. A fresh set of eyes is always a valuable tool.
10. Consult [the Judging Rubric](#) for how judges will review the submissions in each category. Hit on the high points that are noted in the judging criteria of your category.