

Overall Communications Award

Purpose:

This award honors Chambers of Commerce that demonstrate excellence in comprehensive communications strategies, integrating multiple channels and platforms to tell their story, deliver value to members, and position themselves as a **Catalyst, Convener, and Champion**. The award recognizes Chambers that not only excel in individual communications pieces (website, newsletters, magazines) but also showcase cohesive branding, social media integration, and alignment with W.A.C.E.'s **Chamber Branding research**.

Eligibility:

- Applicant must be a Chamber of Commerce (or similar local/regional chamber organization) within the W.A.C.E. membership region.
- Entries must include:
 - A **sample membership sales packet**.
 - Participation in at least **two of the following awards**: Website Award, E-Newsletter Award, or Newsletter/Magazine Award.
 - A **150-word essay** on how the Chamber incorporates **social media platforms** into its communications program.
 - A **150-word essay** on how the Chamber incorporates messaging from the **W.A.C.E. Chamber Branding research (3Cs)**.
- Submissions must represent work completed or in use during **2023**.

Award Presentation:

- Winners will be recognized at the W.A.C.E. Annual Conference.
- Winning entries will be highlighted as examples of integrated communications best practices.

Application Elements

Applicants must submit the following components as part of their entry:

Component	Description
Chamber Information	Chamber name, location, membership size, staff size, and primary contact person.
Membership Sales Packet	A complete and current membership sales packet used in 2023 (digital or print).
Supplementary Awards	Confirmation of entry in at least two of the following award categories: Website, E-Newsletter, or Newsletter/Magazine.
Social Media Essay	A 150-word essay explaining how the Chamber incorporates social media platforms (e.g., Facebook, Instagram, LinkedIn, TikTok, Twitter/X, etc.) into its overall communications strategy.
Branding Essay	A 150-word essay describing how the Chamber incorporates messaging from the W.A.C.E. Chamber Branding research (Catalyst, Convener, Champion) into its communications.
Supporting Materials	Any additional visuals, analytics, or testimonials that demonstrate integration and impact across platforms (optional).

Judging Criteria

Entries will be evaluated by a panel of communications, marketing, and chamber leadership professionals. Judges will assess submissions based on the following weighted criteria:

Criterion	Weight	What Judges Will Look For
Membership Sales Packet Quality	25%	Professional design, clarity of value proposition, ease of use, alignment with Chamber branding, and effectiveness in supporting member recruitment.
Strength in Supplementary Awards	25%	Demonstrated excellence in at least two additional communication channels (Website, E-Newsletter, Newsletter/Magazine).

Criterion	Weight	What Judges Will Look For
Social Media Integration	20%	Thoughtful and effective use of social media platforms to extend communication reach, foster engagement, and complement other communication tools.
3C Branding Integration	20%	Evidence of Catalyst, Convener, and Champion messaging embedded consistently in communications.
Overall Cohesiveness & Strategy	10%	How well all communication channels work together to create a unified, professional, and impactful Chamber voice.