



## **2008 CHBA – Calgary Region SAM Awards**

### **Helpful hints and tips to an Award winning entry**

The question most often heard around the Association office is, “How can I put together a winning entry?” The CHBA – Calgary Region has compiled this hints/tip sheet in order to help entrants maximize their SAM Award entries. A majority of judging occurs in-house; projects are evaluated and made “winners” on the information provided by you, keeping in mind submission guideline requirements change on an award by award basis. The information includes the entry form, photographs, samples, testimonials and other attachments required with each category. With this in mind, it is imperative to present your entry to the judges in the most powerful and effective manner possible.

#### ***General Information:***

- 1) Read the submission guidelines carefully
  - ☞ Criteria for each award category entered varies. Giving the criteria, specific to each award, a thorough read will help you present crisp targeted entries
- 2) Follow the rules on the submission guidelines and entry forms
  - ☞ The rules are there for your benefit; following the rules keeps the judging process focused on the content of each entry
- 3) Do not hesitate to contact us: **403-235-1911**
  - ☞ If you have any question regarding submission guidelines, entry forms or other SAM inquiries

#### ***Photographs:***

The phrase, “a picture says a thousand words” rings true for SAM entries. When taking photos of your entry keep in mind the quality of the photograph; everything from colour, tone, lighting, sharpness, and angle to the aesthetics of the photograph will create the “story” that you want to tell the judges. It will essentially illustrate the best possible advantage of your entry to the judges.

#### ***Photos of finalists’ and winners’ in all categories will be posted on the SAM website.***

- 1) Consider hiring a professional photographer
  - ☞ Your pictures can be used for other communication endeavours
- 2) Examine your photos with a critical eye
  - ☞ Ask your self if the photo is illustrating the message you want to send to the judges. For instance:
    - ☞ Does it appear clean or cluttered?
    - ☞ Does the photo capture the unique qualities of your entry?
    - ☞ Does the lighting enhance the photo subject?
- 3) Label or identify the back of all photographs
  - ☞ Company name, project name and award category
  - ☞ Don’t forget to label or identify “before” and “after” pictures for the Renovator Awards

### ***A few tips about taking photos...***

- 1) Capture the essence of your project. Think of the photo as a virtual window that the judges want to step through
- 2) The best way to showcase a Renovation Award is to take plenty of “before” and “after” pictures from the same location and the same angle. Create a storyboard for the judges; take them through the same journey your customer experienced.

***These photos can also make fantastic marketing tools for prospective customers; show them what you and your company can do.***

### ***About SAM Categories...***

- 1) Developer Awards:
  - ☞ Please include a detailed map of the community location including access routes. Many of the submitted communities are new and are not yet on Calgary maps.
  - ☞ **Submission deadline, September 12, 2008**
  - ☞ **Judging day (On Site), September 26, 2008**
- 2) Advertising and Marketing Awards:
  - ☞ Remember to include proof of performance for Billboard, Best Direct Mail Piece, Moving Media and Radio Commercial
  - ☞ For website, be sure to print a colour copy of the Website homepage including web address
  - ☞ **Submission deadline, November 14, 2008**
  - ☞ **Judging Day (In House), December 5, 2008**
- 3) Industry Achievement Award:
  - ☞ Remember, there are no limitations to what type of innovative idea or product you can submit!
  - ☞ This year you or your colleagues are asked to present your idea
  - ☞ **Submission deadline, November 14, 2008**
  - ☞ **Practice Day for presenters, November 27, 2008**
  - ☞ **Judging Day (In House), December 4, 2008**
- 4) Partner Awards:
  - ☞ Remember to include only your partners that are fellow CHBA – Calgary Region members
  - ☞ Include only those partners to whom you’ve provided product/service to in the past year
  - ☞ **Submission deadline, November 14, 2008**
- 5) Renovator Awards:
  - ☞ Be sure to submit “before” and “after” pictures taken from the same (or as close to it) perspective. Your work will be best reflected this way
  - ☞ This year the number of submission photos has been increased to better showcase renovations. Please refer to submission guidelines for details.
  - ☞ **NEW category—Best Bathroom/Ensuite**
  - ☞ **Submission deadline, November 14, 2008**
  - ☞ **Judging Day (In House), December 5, 2008**
- 6) Sales Achievement Awards:
  - ☞ If you are entering for a **Sales Team award**, be sure to include a picture of the entire **Team**, not just the Leader
  - ☞ Please follow the new spreadsheet carefully. Include all requested information

- ☞ Provide contract copies on disk, not paper
- ☞ **Submission deadline, November 14, 2008**

7) New Home Awards:

- ☞ Highlight unique features in your homes with your three optional images. This can include, but is not limited to: outdoor living spaces, nurseries/children's rooms, basements, games rooms, exercise rooms, wine cellars or unique stairs. Details such as faucets are not likely to sway judges.
- ☞ Blind Judging
- ☞ **Submission deadline, January 16, 2009**
- ☞ **Judging Day (In House), February 6, 2009**

8) Multi-Family Design Awards:

- ☞ A clear, well-designed floor plan with square footage, will help judges visualize the suite
- ☞ Blind Judging: Ensure the judging packages include a floor plan which does not include any logos/branding.
- ☞ **Submission deadline, January 16, 2009**
- ☞ **Judging Day (In House), February 6, 2009**

9) Multi-Family Home Awards:

- ☞ Highlight unique features in your homes with your three optional images. This can include, but is not limited to: outdoor living spaces, nurseries/children's rooms, basements, games rooms, exercise rooms, wine cellars or unique stairs. Details such as faucets are not likely to sway judges.
- ☞ Blind Judging: Ensure the judging packages include a floor plan which does not include any logos/branding.
- ☞ **Submission deadline, January 16, 2009**
- ☞ **Judging Day (In House), February 6, 2009**

10) Multi-Family Community Awards:

- ☞ Judged both in-house and on-site
- ☞ Judging does not require any specific homes to be opened. Judging will be based on the overall community, specifically project entrance, exterior, site amenities and special features
- ☞ Finalists will be contacted to arrange for amenity access appointments where required
- ☞ **Submission deadline, January 16, 2009**
- ☞ **Judging Day (In House), February 6, 2009**
- ☞ **Judging Day (On Site), February 20, 2009**

11) Sales and Information Centre Awards:

- ☞ Must be open and available for on-site judging
- ☞ Please be sure to include a detailed map to the Centre as many areas are not yet included on Calgary maps
- ☞ **Submission deadline, January 16, 2009**
- ☞ **Judging Day (In House), February 6, 2009**
- ☞ **Judging Day (On Site), February 20, 2009**

12) Grand SAM Awards:

- ☞ When striving for a Grand SAM award, enter as many awards as possible
- ☞ Remember Grand SAMs are based on points accumulated