

# Compass Awards



**TMSA**  
Transportation Marketing  
& Sales Association



## Call for Entries

Deadline: Feb. 21, 2020  
Super Saver: Dec. 31, 2019

Recognizing excellence in marketing, communications,  
and sales in transportation and logistics.

# 2020 TMSA Compass Awards > Call for Entries

## Highlight Best Practices by You and Your Team

Nowhere else is there more meaningful recognition of the best in marketing, communications, and sales in transportation and logistics. Enter the competition that brings out the best of thought leadership, strategic management, creativity, successful solutions, and business results within our industry.

## Who Can Enter?

The TMSA Compass Awards Program is open to members and non-members of this industry association. Join top management, strategists, managers, practitioners and tacticians, and be part of the best practices this awards competition represents.

## Why Enter?

- Showcase your brightest ideas and most effective solutions.
- Benchmark your work against others in the industry.
- Receive recognition from your industry peers.
- Receive valuable feedback from professionals who judge your work.
- Reflect on the challenges and successes of your program.



**Join the elite in strategic, creative, and results-driven marketing, communications and sales!**

**TMSA Compass Awards Gala • June 8, 2020**  
Logistics Marketing & Sales Conference • Nashville, Tennessee

## Preparing Your Entry

Your entry involves two general components: A Program Blueprint and related Work Samples.

The “Program Blueprint” is a written description of your strategy. It can be either submitted online in an open-field format, or you can submit it in a graphical document (.pdf file format REQUIRED). A Blueprint should include the following:

- **Company Summary.** A brief summary (no more than 100 words) that describes the company for which the entry is being submitted.
- **Project Abstract.** A clear, concise summary that describes the project you’re entering (no more than 200 words).
- **Goals/Objectives.** Describe your target audience and your program’s SMART goals (outline details on how they’re Specific, Measurable, Achievable, Relevant, and Time-Based).
- **Project Summary/Solution.** Describe the development and execution of the project.
- **Metrics/Results.** Include the indicators you used to measure the project’s success in meeting goals. If results were anecdotal, provide related demonstrated results.
- **Lessons Learned/Factors** that affected the project negatively or positively. These may be related to budget, buy-in from stakeholders or upper management, missed deadlines, etc.

Your “Work Samples” are the creative components of your program presented in conjunction with your Blueprint. They can include such things as layouts of brochures, websites, or ads; video files; news releases or other written documents; sample sales scripts; photography of trade show booths or events; or screen captures of CRM forms, to name a few examples.

## Judging Criteria and Subject Matter Experts

Awards are judged by industry peers nationwide. All entries are evaluated using a proven 6-point scaling system. 50% of your total score is based on the Work Blueprint. The other 50% is based on the Work Sample(s). Point totals determine Awards of Excellence or Awards of Merit, and ultimately, the “Best In Show” award.

## Entry Categories:

**Integrated Campaign.** Any marketing/sales program or collaborative initiative that uses a minimum of three marketing or communications tactics to achieve a broad business goal.

**Content Marketing.** A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and, ultimately, to drive profitable customer action.

**Advertising Campaign.** An individual ad or a multiple-ad campaign placed in business, trade or general-interest publications, on the web, or at an event.

**Events.** Includes trade shows, community relations, employee events, dedications, anniversaries, or any other external or internal events.

**Direct Marketing Campaign.** Program designed to reach a specific target audience (print or electronic) internal or external to elicit a response.

**Sales and Marketing Collateral.** Includes brochures, annual reports, posters, flyers, case studies, magazine, website, calendars, multimedia presentation, any other sales and marketing documents.

**Digital Sales and Marketing.** Online approaches to create interaction and/or participation from web usages. Includes social media, banner advertising, blogs, and other online strategies.

**Social Media Campaign.** A marketing or communication campaign that leverages any social media channel (including infographics) to generate intended results.

**Media Relations.** Includes press conferences, media tours, article placements, news releases, press kits or any other media relations outreach.

**Corporate Social Responsibility or Diversity Campaign** (Sponsored by Women In Trucking Association). Strategy that positions an organization as a positive champion of an important issue in our society (including expanding gender/minority diversity in our industry).

**CRM Solution.** Strategies involving technology used to organize, automate and synchronize sales and marketing processes.

**Sales and Marketing Collaborated Effort.** Showcase a project or program you've developed to bring these seemingly opposing divisions to the same table.

**New Product Development.** How you took that idea from your department, sales or a customer request, and turned it into a successful ongoing product or service.

**Recruiting/Retention Campaign.** Strategy to recruit, engage and/or retain drivers and professionals in the workforce of an enterprise.

**Pricing Process and Analysis.** Includes initiatives or programs developed to more effectively manage the customer bid process, spot or project pricing.

To enter online, go to [TMSAtoday.org/Compass](https://TMSAtoday.org/Compass)

# Details on Entering

## Entry Fees (Fee per entry-in U.S. Dollars):

Number of Entries	Member Fee	Non-Member Fee
Regular	\$125	\$175
Super Saver	\$100	\$150

**Save up to \$50 per Entry!** Enter by the Super Saver Deadline of Dec. 31, 2019. Regular Deadline: Feb. 21, 2020.

## How to Enter:

- Step 1** Identify the marketing or sales programs you'll be entering and choose the appropriate categories for your entries.
- Step 2** Pay for your entries online. You will be sent a payment confirmation email with next-step instructions
- Step 3** Submit your entries individually using the link in your payment confirmation email.
- Step 4** Submit your Entry in one of two formats: Using either the online form or by submitting a single .pdf

You can submit your entry in one of two formats:

**Format Option 1:** As a Consolidated Entry File (the Work Blueprint and Work Samples are incorporated into a single pdf file)

**Format Option 2:** Separate Work Blueprint and Work Sample files (submit one Work Blueprint and no more than 10 Work Sample files)

**IMPORTANT TIP:** Tell the story of your entry with impact by making it is easy to understand and graphically appealing. The use of visuals to help make your entry "come to life" and emphasize its success will likely increase your chances of earning a 2020 TMSA Compass Award.



## Questions?

Contact Karen Everett at TMSA  
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Find more details & tips for entering  
at [TMSAtoday.org/Compass](https://www.TMSAtoday.org/Compass)