

# THE 2012 LMA NE YOUR HONOR AWARDS

## *Our Very Own Academy Awards*

Celebrating Professional Achievement in 2011

**February 29, 2012**

The Omni Parker Hotel

The LMA NE Your Honor Awards is sponsored by



**Deadline for Submission:  
January 13, 2012 at 12:00 p.m.**

## CALL FOR ENTRIES

### PROGRAM PURPOSE

The 2012 Annual Legal Marketing Association, New England Chapter (LMA NE) Your Honor Awards (YHA) program recognizes regional participating law firms who have demonstrated excellence during 2011.

### WINNERS' RECOGNITION

Awards will be presented to the First and Second Place winners, as well as Honorable Mention, based on the judges' discretion at a February 2012 ceremony. In categories where there is only one standout submission only a first place will be awarded. A press release announcing winners will be disseminated regionally and posted on the chapter website.

### DEADLINE

The deadline for entering is **January 13, 2012 at 12:00 p.m.** No extensions will be given.

### JUDGING

All entries will be judged by a panel of marketing professionals. No more than two judges will be members of LMA. Judges may include representatives from the following fields: advertising, public relations, media, academia, legal, consulting, graphic design and professional services marketing. The judging process will be overseen by a member of the LMA NE Chapter Executive Board.

Judges will evaluate each entry according to the degree to which it met or exceeded the entrant's strategic objective, the creativity and originality demonstrated, and quality of execution. While judges will make every attempt to select award recipients for each category and each level of award, awards may not be given in categories where the judges deem that the quality and/or quantity of entries does not warrant a winner. Judges reserve the right to move a submitted entry from one category to a more appropriate one. Judges may elect to award Honorable Mention Awards, beyond first and second place awards, at their discretion.

**Judges' decisions are final.**

### ENTRY FEES

The entry fee is \$125 per submission for LMA NE members and \$175 for non-members. There is no multiple submission fee discount. Fee must accompany submission.

# Categories

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The program consists of the following 10 categories. The categories and submission process have been designed to mirror the international LMA YHA program as much as possible for the ease of members submitting in both programs.



1. **Identity** (trademarks, logos, identity and style guides, integrated branding programs, promotional giveaways, booth design, etc.)
  - 1A. **Projects totaling up to \$20K**
  - 1B. **Projects totaling more than \$20K**
2. **Promotional Materials and Communications**
  - 2A. **Brochure** (firm, office or practice group)
  - 2B. **Annual Report**
  - 2C. **Announcement** (office move, new partners, awards, etc.)
  - 2D. **Newsletter or Alert** (internal or external)
  - 2E. **Holiday Card**
3. **Advertising**
  - 3A. **Single ad** (print, billboard, radio, TV, online, etc.)
  - 3B. **Campaign** (minimum of three different ads or one ad promoted through various media channels)
4. **Events** (seminars, open houses, networking events, event invitations, tradeshow booths/activities, pro bono/community relations)
5. **Web Sites**
  - 5A. **Total web site refresh/overhaul/rebrand**
  - 5B. **Individual portions of websites, extranets, intranets, practice, industry or niche** (Recruiting web sites not included in this category)
6. **Online Interactive Marketing Tools** (Blogs, RSS feeds, social media programs, program using web-based tools such as Facebook, Twitter, LinkedIn, Youtube, etc.)
7. **Media Relations** (press releases, news conferences and other non-paid media coverage as well as media training programs)
8. **Practice Development** (attorney coaching, business development programs and plans, cross-selling initiatives, market research analysis and studies, competitive intelligence projects, knowledge management tools/projects)
9. **Recruiting** (all programs for attorney and staff recruitment including web sites, promotional materials and events)
10. **Marketing on a Shoestring** (programs conceived of and executed completely in-house with outside expenses of less than \$500 - if you have entered your work in at least two other categories, you can enter here FREE)

## **Best of Show**

Firms cannot enter this category, but can win if entered in another category. This award is optional and given out only when the judges find a particular item that distinguishes itself far above and beyond.

# Entry Requirements

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Entrants can be either members or non-members of the Legal Marketing Association, NE Chapter. Consultants and designers submitting an entry on behalf of a client must include a letter of permission from the firm on the firm's letterhead with entry. **All entries MUST have been produced for use by a law firm with a New England office during the time period of January 1, 2011 through December 31, 2011.**

## Each entry will consist of:

1. **Three copies** of the finished "product," which may include printed materials, CDs, DVDs, workbooks, photographs, published materials, etc. **Entry narrative (see below) and supporting materials (except for samples) must be in a three-ring binder. Material larger than 8 1/2" x 11" can be separate but should be labeled appropriately. The cover of the binder must include the category of entry, the title of the entry and full contact information for you and your firm.** Entries will not be returned.
2. Your Honor Awards Entry Form should be the first page of your submission.
3. Your Honor Awards narrative (See #4 below) must be the second and third page of each entry.
4. Entry narrative (700 words or less) describing, in detail:
  - **Strategic objective**—How did this fit into the larger goals of your firm?
  - **Marketing goal**—What did your firm hope to achieve with the piece, site or program? Who was the target audience? Why?
  - **Research and planning**—What market research was conducted prior to the planning of the piece, site or program? What obstacles stood in the way? Were there challenges? How was the project organized and staffed?
  - **Production and implementation**—What was the main message? Other message(s) intended for this piece, site or program? How did the work get done? How did it reach the market?
  - **Differentiation**—What was your thought process and how did you make your piece, site or program stand out from the crowd? Why this medium? What differentiates it from the rest?
  - **Results**—Which of the stated goals were achieved and how? What metrics did you use to determine success?
  - **Budget**—What was your budget? What was the total cost, including hard and soft costs? List specific dollar amount of new business realized or value of awareness generated. If you **ONLY** used internal resources, you must provide some sort of metrics explaining the resources. (i.e., Two Associates spent a combined 6 hours plus Marketing Manager and Coordinator who spent a combined 10 hours) *Entries without budget information will be disqualified. There are no exceptions. All information is held in strict confidentiality.*
  - **Number of attorneys in firm**
5. Entry fee must accompany submission. The entry fee is \$125 per submission for LMA NE members and \$175 for non-members. There is no multiple submission fee discount.

## Send completed submission materials to:

Scott Katz  
Burns and Levinson  
125 Summer Street  
Boston, MA 02110

For additional information, please contact Scott Katz at 617.345.3716 or via email at [skatz@burnslev.com](mailto:skatz@burnslev.com)

# Entry Form

- Please print or type. You may duplicate this form as necessary.
- Please submit all entries by 12:00 p.m. EST on January 13, 2012.
- No extensions will be given (Sorry, no exceptions).
- The entry fee is \$125 per submission for LMA NE members; \$175 non-members.



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**Category:**

**Title of Entry:**

**Description of Entry:** A narrative of no more than 700 words describing, in detail:

- **Strategic objective**
- **Marketing goal**
- **Research and planning**
- **Production and implementation**
- **Differentiation**
- **Results**
- **Budget**
- **Number of attorneys in firm**

**Name/Entrant (Joint Entries Are Permitted):**

**Title:**

**Firm:**

**Law firm size:**

Please check one:     LMA NE Member     Non-Member

Firm Address (Street/PO Box, City, State, Zip Code):

Telephone:

E-mail:

Signature:

Date:

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If you are a consultant or vendor, you must also submit written authorization (by a representative of the applicable firm on the firm letterhead):

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Name of Joint Entrant:

Title:

Firm:

Firm Address (Street/PO Box, City, State, Zip Code):

Telephone:

E-mail:

Signature:

Date:

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Please indicate the exact firm name to appear on your award should your entry be selected as a winner. Please also indicate the individual's name to be called in acceptance of the award at the program should your entry be selected as a winner.

Exact Firm Name:

Name of individual to accept award at program:

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Enclosed is a check for \$\_\_\_\_\_ for \_\_\_\_\_ entries. (The entry fee is \$125 per submission for LMA NE members; \$175 non-members.) To be considered, all submissions must be paid in full. Please make the checks payable to LMA NE.

You must attach a separate entry form with each entry. All entries must be received by 12:00 p.m. EST on January 13, 2012. Please send completed submission materials to:

Scott Katz  
Business Development Manager  
Burns & Levinson LLP  
125 Summer Street  
Boston, MA. 02110

For additional information please contact Scott Katz at 617.345.3716, [skatz@burnlev.com](mailto:skatz@burnlev.com).