Geospatial Products & Services

17th Annual EXCELLENCE AWARDS

Program Summary and Tips for Creating a Submittal

ADVANCED PROSPECTUS
DISCUSSION TOPICS

- What is the Excellence Program?
- Streamlined Process
- Award Categories
- Judging
- Why Your Firm Should Participate?

- Who Can Submit?
- Benefits
- Tips for a Competitive Entry
- Check List and Schedule
- So.......What’s Next?
WHAT IS THE EXCELLENCE PROGRAM

- 17th annual awards program
- Showcase your innovative projects and technologies
- Exposure to the broad geospatial community
- Innovative products and professional services
- Small business category
WHAT IS THE EXCELLENCE PROGRAM

- Recognize professionalism, value, integrity and achievement
- Unbiased and professional judging
- Celebrate all entries and winners
- Continuous publicity about the awards and projects

Project Poster Examples
STREAMLINED SUBMITTAL PROCESS

- No letter from client needed
- ALL digital submittal
  - 3-page Project Description
  - 75-word Summary
- Electronic entry form and payment
- No printed poster
- Multi-firm submittals (project teams, joint ventures, etc.)
EXCELLENCE AWARD CATEGORIES

Data Acquisition and Processing
   Aerial Photogrammetry, Satellite, Radar, and Airborne, Bathymetric, Mobile Lidar

Surveying/Field Data Collection
   GPS, Terrestrial Lidar, Ground Penetrating Radar, Utility Locations

GIS/IT/Remote Sensing Analysis
   End-user Applications, Needs Study, Custom Workflows and Tools

Small Business Projects
   Not exceeding $200,000 in professional services revenue

Technology Innovation/Licensed Data Products
   Sensors, Software and new solutions from Associate Members
EXCELLENCE AWARD
JUDGING

Perry Trunick
Past Editor
POB Magazine

Karen Schuckman
ASPRS Past President
Penn State University Associate Professor

Sudhakar Nagarajan
Florida Atlantic University
Associate Chair/Professor
Geomatics
WHY SHOULD YOUR FIRM PARTICIPATE

- Multi-purpose Uses for Entry
  - Use for conference presentations
  - Professional journal articles
  - Use for other awards programs

- Increase Employee Engagement
  - Employee recognition / reviews
  - Frame poster for office

- Extend Brand Recognition
  - Positive brand visibility (employee, clients, prospects, community, thought leader)
  - Used throughout the sales cycle (positioning, marketing, proposals, client maintenance)
  - Great social media content

Press Release and Social Media Content
WHY SHOULD YOUR FIRM PARTICIPATE

- Creates Collaboration
  - Celebrate employee / team success
  - Build community within internal and external teams

- Recruiting and Retention
  - Promotes opportunity and recruitment of university graduates entering our geospatial workforce
  - Commitment to people, technology, society, profession
  - Employees research, prepare graphics and write submittal
  - Use on certification and registration applications

Publicity on the MAPPS website
WHO CAN SUBMIT?

- Open to any MAPPS Regular or Associate firms in good standing.
  - Paid current year dues and intend to pay upcoming annual dues
- Subcontractors eligible and encouraged to participate
  - Ask your prime if you can submit
  - Primes recognized as your client
  - Must still coordinate with end client
- Tell the story of your portion of the scope of work.
- Team and JV submittals need to identify the primary firm submitting.
  - Team/JV entity not a MAPPS member
  - Additional team/JV firm awards can be purchased
BENEFITS

- MAPPS and Firm Publicity
  - Advertising and press releases for your firm
  - YouTube interviews
  - Name on awards call for entry announcements
  - Website recognition
  - Posters displayed at MAPPS events

- Political and Client Exposure
  - Press releases within participant and project political districts
  - Discuss your project on Capitol Hill
BENEFITS

- Client Participation:
  - Engage client / prime early
  - Involves client at a much different level
  - Non-project related meetings with client builds stronger relationship
  - Involve teammates to “win an award together”
  - Extends reach within the clients’ organization (peers and supervisors)
  - Award winners can purchase copy of the award to present to the client
  - Firm name on the award, certificate and poster in client's office

Associate Member Technology Award Winners
TIPS FOR A COMPETITIVE ENTRY

- **Submittal Like a Proposal**
  - Assign project manager
  - Provide technical support
  - Meet the schedule
  - “Submit to Win” strategy

- **Graphics, Data and Photos**
  - Graphics support the story
  - Data examples add value
  - Obtain graphics/examples while project is active
  - Ask client/prime for examples of the applications from your data
TIPS FOR A COMPETITIVE ENTRY

- Review the Judging Criteria
  - Complexity
  - Original or Innovative Application & Development of Technologies or Techniques
  - Future Value to the Geospatial Profession and the Public
  - Client/Owner Satisfaction

- Use the judging criteria as the outline to write the 3-page Project Description

2022 MAPPS Excellence Award Winners
TIPS FOR A COMPETITIVE ENTRY

- Make the technical “stuff” understandable and interesting
  - Have a non-technical person read the submittal
- What is the “back story”?
  - Why is the project being done?
  - Who are the users and beneficiaries of the data?
  - Research cool, non-technical information supporting the project
- Take advantage of the MAPPS resources

Winners Announced at the Awards Banquet
CHECKLIST AND SCHEDULE

- Client or prime approval (no letter required)
- 3-page Project Description
- 75-word Project Summary (one paragraph)
- Entry submittal – all digital
- Pay $400 entry fee on-line or send check to MAPPS
- Digital submittal by October 31st
- Category, Membership Choice and Grand Award winners announced in Hawaii at the annual Winter Conference taking place January 14-18, 2024
SO...WHAT’S NEXT?

- Look for follow on reminders & official invitation to submit (*Estimated Issue Date - 9/15/23)
- Rally your employees to create a winning entry
- Discuss entry with your client or prime contractor
- Ask questions of MAPPS staff/committee
- Gather photos, data examples, client quotes, etc.
- Submit your entry information electronically (*Estimated Due Date NLT 10/31/23)
- Pay the $400 entry fee
- Come to the Winter Conference to celebrate and see if you won!

(* Dates subject to change)