Best in Class – Program Winner – San Antonio

Section 1: Campaign Overview

Areas of Awesome:
- Great speaker details – described the presentation and the big picture outcomes for the attendees and chapter as a whole
- Good partnership with AIA
- Clear learning objectives
- Continued contact with the presenter
- Good background on credibility of the speaker
- Clearly outlined the goal of the seminar and how it corresponds with the SA chapter annual programming goals
- Good summary of planning process, getting to know the speaker through a happy hour setting before asking her to present for a full half-day
- This was also full of best practices

Suggestions for Improvement:
- Consider adding graphics and headings, formatting to the program overview to aid the reader

Section 2: Best Practices

Areas of Awesome:
- The best practices are broken up by paragraph and sub-heading, making it easy for the reader to understand what the writer is going to say. Easy, bite-sized (but detailed) chunks make the information easy to digest
- Good engagement of members to generate topics
- This is a clear roadmap for success that could easily be adopted by other chapters
- Best usage of the 10-page limit. No fluff, and excellent content
- Detailed, thoughtful "lessons learned" section

Suggestions for Improvement:
- Some explanation or caption on the supporting images would have helped the reader understand the strategy behind each screenshot
- Could have used some more graphics for a more engaging submittal
- Be sure to follow the submission naming convention and submit in .pdf format (not Word)