

## Gold Key Tips for Success

BMA-Colorado is proud to be the leading business-to-business marketing association, annually recognizing the *very best* in B2B communications.

Below are a few tips to help you prepare the best possible entry for this year's Gold Key.

### A. Components of a Successful Gold Key Entry

Keep in mind that the four components of judging are weighted evenly, with each of these factors accounting for 25% of the possible points. Your entry should address each of them!

1. creativity
2. selling proposition/objectives
3. production
4. results (important!)

### B. Common Entry Errors

Our online entry process will step you through the requirements for a successful entry and avoids some of the pitfalls common when we did paper submissions.

However, be sure to avoid these common entry errors:

- No results given. There are many ways to “measure” success. What was your objective when you started the campaign or project? Be sure to reflect on those in your submission.
- Entering a campaign or project that is Business-to-Consumer (B2C). Please note the guidelines posted, and reference the [FAQs](#) for tips on acceptable entries. Even consumer agencies and companies may have qualifying entries.
- Incomplete entries. You may revisit your entries at any time from the kickoff (10 January 2012) to the extended deadline of 2 March 2012. But don't forget to complete them.
- Missed deadlines. Don't forget to get your online entry completed by 17 February 2012. For an extra fee, you can extend that deadline to 2 March 2012.

### C. Helpful Hints

- The online entry process is SIMPLE, but be sure to follow the rules.
- Make sure that any attachments or links submitted can be opened by the judges!
- Be sure to address all four components in your narrative.
- Check that your file can be uploaded. PDFs are limited to 2MB in size.
- Remember your audience: how would you explain your entry to a stranger in two minutes or less? Focus on the key components of the campaign with a succinct narrative.

- Proofread, proofread, proofread! Although there are no points deducted for spelling errors, our judges are industry professionals who expect your entries to reflect the very best B2B work in Colorado.
- **Ask for help!** If you run into an issue with your entry, or the Gold Key site, contact Marilee Yorchak, BMA Executive Director at [marilee@bmacolorado.org](mailto:marilee@bmacolorado.org) or 303-607-9957.

Adventure awaits you at the 2012 Gold Key Banquet. Participants may have their entries displayed the night of the banquet – May 4<sup>th</sup> at the Denver Art Museum. It's an opportunity for you to \*shine\* and for you to experience the very best in business-to-business marketing.

**GOOD LUCK!**