

**Excellence in Communications Award**

**Application Form**

Presented at LACCE State Conference

Deadline to Apply: July 31 2025

Submit to: lacce@louisianachambers.org

# Section 1: Chamber Information

Chamber Name:

Executive Director/President:

Mailing Address:

City / State / ZIP:

Phone:

Email:

Website:

Primary Contact for this Application (if different):

# Section 2: Overview of Communications Initiative

Title or Name of Communications Campaign or Initiative:

Timeframe of Communications Work: (e.g., January 2024 – April 2025)

Brief Summary of the Communications Focus (150 words max):
Provide a high-level description of your communication strategy and goals.

# Section 3: Narrative Questions (Attach up to 5 pages total)

Please respond to each of the following sections. Be specific, concise, and provide measurable outcomes where applicable. Supporting documents may be attached but are not required.

## 1. Strategic Communications Planning

Describe your Chamber’s communication goals and how they align with your overall mission. Explain how communication is integrated into your strategic or annual planning process.

## 2. Message Development & Brand Consistency

How did you craft key messages, and how were those messages communicated consistently across platforms? Describe how your brand identity was reinforced through this initiative.

## 3. Audience Engagement & Reach

Identify your primary audiences and how you reached them. Provide details on tools, channels, and strategies used to effectively engage your members, stakeholders, or the public.

## 4. Use of Digital & Traditional Media

Describe your use of digital tools (e.g., social media, email, video, websites) and/or traditional media (e.g., print, radio, TV). Include examples of how these were used strategically and integrated across platforms.

## 5. Creativity & Innovation

What creative elements or innovative techniques set this communications effort apart? Highlight storytelling, visuals, new formats, or community-driven content.

## 6. Community Impact & Feedback

What was the public or community response? Include any evidence of improved perception, participation, or member satisfaction.

## 7. Measurement of Success & Documentation

What metrics or feedback mechanisms were used to evaluate the effectiveness of your communications initiative? Include data such as engagement rates, audience growth, reach, or qualitative feedback.

# Section 4: Supporting Materials (Optional)

You may attach up to 5 additional pages of relevant documentation, such as:

• Campaign materials (social media posts, newsletters, brochures)

• Media coverage (news articles, interviews, press releases)

• Analytics or reports showing engagement, impressions, or reach

• Photos, video links, or creative samples

• Testimonials or stakeholder feedback

# Section 5: Certification

I certify that the information provided in this application is accurate and complete to the best of my knowledge. I grant permission for the submitted materials to be used for promotional or educational purposes if selected.

Name:

Title:

Signature:

Date: