



ABPM World Class Center or Single Space Call for Entries

Statement of Purpose

To recognize and honor world class achievement in the design of briefing centers, whose ultimate goal is to support, and to represent in the physical environment, their program's mission, vision and values.

Eligibility

All entries must be briefing centers, or single spaces in briefing centers, of ABPM member programs and must have been completed since December 31, 2008.

Award Criteria

Entries will be judged on the merits of design and innovation, with an emphasis on raising the standard and expanding the definition of design excellence in support of executive briefing programs. Projects deemed to be World Class will inform the design of future centers, going beyond currently conventional methods and exploring new theories, ideas and approaches to architecture, interior design and branding.

Specific consideration will be given to:

- Successful representation of the briefing program's mission, vision and values
- The customer's experience of the center or space, and how that experience aligns with the briefing program's purpose
- Creativity, for example in design, messaging, and use of materials
- Sustainability, which incorporates energy conservation and environmental consciousness in design, a practical sensitivity to the environment, and a forward-thinking regard for "green design"
- Innovation, examples of which might include the use of advanced building or communication technologies, new applications for existing technologies, or an investigation of new materials



Project Description

Please provide a full description of the project (up to 1,000 words) and a 100 word summary. The following are offered to help provide a framework for your response:

- Describe how your new center or space supports your program's mission, vision and values.
- What are the brand, key messaging, or corporate culture elements that were essential in its design?
- Were there other specific goals, requirements, or challenges? If so, how did you meet them?
- How do architecture and/or interior design incorporate technology to support the project goals?
- Describe the technologies used to convey messaging or to enhance the customer experience.
- What creative use was made of materials and building systems?
- Describe strategies for passive and active energy efficiencies.
- Describe other sustainable design materials, methods or practices implemented in the project.
- What do you want your customers to feel, or to take away, when they leave your center or space, and how does the design achieve this goal?

Submission Materials and Format

Send the following materials, postmarked no later than December 31, 2010, to the ABPM, 7035 Coronado Avenue, Dallas, TX, 75214:

- Four three-ring binders, each containing the following:
 - Project Description (guidelines provided above)
 - A minimum of four and maximum of eight 8" x 10" professional photographs, each labeled with a description of the space and photographer credit
 - Layout schematic
 - CD, labeled with the project name and secured to its binder, which contains the following files:
 - Project description
 - Photographs, as described above, print quality (300 dpi or greater, .gif, .jpg, or .eps format)
 - Layout schematic
 - Company logo
- One award entry form (Page 5)
- One photographer's release form (Page 4)



Entry Fee

Each submission must be accompanied by a check or credit card payment to the Association of Briefing Program Managers (ABPM). The non-refundable entry fee is \$195 USD.

Jury

Submissions will be judged by a panel of distinguished architects, interior designers, technology designers, and / or creative directors who have extensive experience in the design of briefing centers and customer centers. Prospective jurors who have bid on, or worked on, one or more candidate projects are not eligible to serve.

Awards

Projects will not be judged in competition with other entries, but on the basis of their worthiness for an award for World Class achievement in their category (World Class Center or World Class Single Space). At the jurors' discretion, additional special recognition and awards may be given, for example, in innovation or technical achievement. Awards will be presented to the briefing program managers of the winning centers at the ABPM's annual awards ceremony on April 15, 2011, in Washington D.C. Following the ceremony, winners may request additional awards for members of their project teams, at a cost of \$199 each.

Exhibition

Photographs of award-winning centers and spaces will be displayed on the ABPM's home page and in a "centers" section of the ABPM web site.

Deadline for Entries and Timeline

Completed entries must be postmarked no later than December 31, 2010. The jury will be selected in January and will meet in February, 2011, to review all entries and to select the award winners in each category. The jurors' decisions will be based on the materials submitted. No field trips will be taken. Winners will be announced at the awards ceremony on April 15, 2011, in Washington DC.



ABPM World Class Center Awards Photographer's Release

Center Name: _____

I am submitting ___ photos of the above named center to the Association of Briefing Program Managers (ABPM). I understand that the photos will not be returned.

By submitting the photos and completing this form, I am granting ABPM full rights to use the photos, with or without copyright, for an indefinite period of time for any publication or promotional purposes including but not limited to books, brochures, and the ABPM Web site.

I hereby waive the right to any royalties or other compensation arising from or related to the use of the photos. I agree to hold harmless ABPM against any claims, damages or liabilities arising from or related to the use of the photos. I also acknowledge that the ABPM may choose not to use my photos at this time, but may do so at its own discretion and without notice at a later date.

Photographer's Signature

Date

Photo Credit should read:

Photographer's Name:

Photographer's Company:

Street Address:

City, State, ZIP:

Phone:

Email:

URL:



ABPM World Class Center Awards Entry Form

Submission for the following category:

- New or Renovated Center Single Space

Company Name: _____

Contact Name: _____

Phone: _____

Street Address: _____

City, State, Zip: _____

Email: _____

Credit Card # (if not including check with submission) \$195 Entry Fee for first submission and \$75 for each additional category):

Number: _____

Exp: _____ Billing Zip: _____

The first award is complimentary. Each additional award is \$199. If your program/center is recognized, we will contact you after the awards ceremony to see if you wish to order additional copies of your award(s).

Supervisor name and address should your nomination win:
