



HOW AEC FIRMS

can craft a winning DBIA awards submission

Hi Shelby,

The architecture, engineering and construction (AEC) industry is incredibly competitive. We have a few Rep Ink favorites for getting your firm the recognition you deserve, including [bylined articles in reputable publications](#) and [well-written project portfolios](#).

But what about award programs?

There are plenty of rings to throw your AEC hat into — but which rankings and opportunities are worth your time?

We often recommend (and assist with drafting submissions for) DBIA's respected award program. However, because these nominations can be robust (read: time-consuming), Marja's latest blog post breaks down our recommended best practices when preparing to submit.

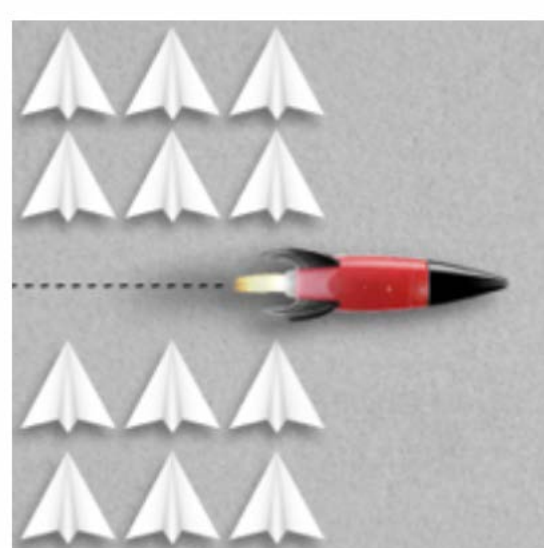
Read on to learn Marja's eight helpful tips for drafting the best DBIA awards application.

Cheers,

Steven

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Related Posts



[Media exclusives: how and when to use them](#)

Media exclusives give journalists a first look at a project, initiative or announcement, allowing them to “break” the story for their publication before anyone else. There are benefits and trade-offs to offering media exclusives — the key is knowing when and how to use them. Learn how exclusives work, the potential pitfalls and what you should consider when using this strategy to make a splash of your own.



[How AEC employees can contribute marketing videos with their smartphones \[infographic\]](#)

Today's smartphones allow all employees to capture high-quality video content conveniently. However, with safety concerns and job site protocols, many AEC firms may shy away from this resource. Learn why you should care about employee-generated video content and how to empower your employees to capture dynamic videos in the field.

Spill the Ink Podcast



[Branding your architecture, engineering and construction firm](#)

How a potential client perceives your AEC firm holds significant sway over their decision-making process. If your brand seems outdated or inconsistent, it could be the decisive factor that sends new business into a competitor's arms. In our latest episode, Michelle and Mark Wierda discuss the importance of brand evolution, executing successful rebranding campaigns, common mistakes, and more.

RETHINKING THE ARCHITECTURE, ENGINEERING AND CONSTRUCTION PROJECT PORTFOLIO



When selecting an AEC firm, buyers turn to past projects to narrow down their search. However, many AEC firms put little thought (and time) into how they present their projects.

In this guide, you'll discover:

- What prospective clients want to know
- Nine easy ways to upgrade your project portfolio

[Download your guide today.](#)

ABOUT US:

Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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