



# HOW AEC FIRMS

can craft a winning DBIA awards submission

Hi Shelby,

The architecture, engineering and construction (AEC) industry is incredibly competitive — perhaps even as competitive as your office March Madness bracket pool. We have a few Rep Ink favorites for getting your firm the recognition it deserves, including [bylined articles in reputable publications](#) and [well-written project portfolios](#).

But what about award programs?

We often recommend (and assist with drafting submissions for) DBIA's respected award program, which honors the nation's best design-build projects and leaders. However, because these nominations can be robust (read: time-consuming), Marja's latest blog post breaks down our recommended best practices for preparing your submission to be a slam dunk.

Best of luck!

Cheers,

Steven

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### [Keeping your emails out of the spam folder](#)

The journey doesn't end when you press "send." And — for some — it can be the start of trouble when your boss asks why the company's latest email ended up in her spam folder. Learn what trips spam filters and get practical advice to ensure your emails land securely in your recipients' inboxes.



### [It's in the \(camera\) bag: creating an in-house video program](#)

We all *know* video marketing is no longer a "nice to have" but rather an important component of a firm's overall marketing strategy. However, capturing that footage is no small thing. Discover equipment and accessories to begin producing better video content in-house.

## Spill the Ink Podcast



### [Architecture marketer spotlight: Winning AEC business with tailored proposals](#)

Professional services buyers want to see more than simple boilerplate language to decide why they should hire you. Your marketing needs to be tailored as much as possible to address their specific needs and concerns. Derek Goodroe, Marketing Director at Ashley McGraw Architects, shares his perspective on tailored marketing and proposal writing for architecture firms.

## CHOMP, CHOMP



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<p><b>ABOUT US:</b></p> <p>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.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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