

CAUCE/AEPUC Marketing Awards

Frequently Asked Questions

How long does it take to fill out a CAUCE marketing awards entry form?

The first time you fill out a form always seems to take the longest! If you have all the information at hand, it could take as little as half an hour to prepare a submission. If you did not initiate the marketing piece, you could save time by asking the programmer to provide much of the information requested on the form.

Whom can I contact if I need help or suggestions when filling in the entry form?

The Marketing Awards Committee can assist you to fill out the entry form; please contact Belinda Elliott at belinda@unb.ca or 506 453-4848.

Where can I view the results from CAUCE marketing awards of previous years?

You can view the winning submissions on the CAUCE website at <http://cauce-aepuc.ca/resources/awards-winners.aspx>

Is it possible to enter a website that is no longer live?

Yes, please submit the entry on CD (send six (6) copies as you would a printed entry).

I didn't have any marketing objectives for my piece, but it worked really well for us. Can I still enter it into the marketing awards?

Perhaps marketing objectives were never articulated, but consider the following questions: Why did you choose to produce this piece? Why one particular format over another? What did you hope to achieve with this piece? Did it "work" for you, and if so, how?

I don't have enough copies of my printed materials. Can I still enter it?

We require multiple copies of all materials so one can be sent to each judge (they are from universities across the country). Digital output is acceptable for printed materials; please indicate the original method of reproduction. For promotional gifts such as pens, clocks, etc., a photograph is sufficient. For digital media, please have additional copies made (CDs, DVDs, videotapes, radio ads, etc.)

I have entered in the past but have never received a marketing award. Why should I continue to enter?

"It is not in the winning or the losing ...". The process of submitting your material for a CAUCE marketing Award is a learning exercise that focuses your attention on the marketing aspect of what we do.

Whose job is it to enter the marketing awards—the programmer or the marketer?

Either may enter. In some CE units, these people are often one and the same. If your unit has both marketers and programmers, it's a good idea to coordinate your efforts to avoid duplication of entries, and also to ensure that all marketing considerations that went into your piece are addressed.

I'm not sure which category to select for my submission.

Detailed descriptions of the marketing awards categories can be found at <http://cauce-aepuc.ca/resources/awards-winners.aspx>

What's the difference between a flyer and a brochure?

A brochure is bound so that it is read in booklet form; it is folded, and may be saddle stitched if multiple pieces of paper are involved. A flyer is one piece of paper printed on one or both sides, unbound, and normally only folded for mailing.

How can I learn more about marketing through CAUCE?

Join us in Fredericton for the annual CAUCE conference and get inspired to consider the best ways to market your programs! You can network with fellow CE marketers from across the country, take part in marketing-related sessions, and attend the awards luncheon where you can view all 2009-10 submissions and winning entries. The CAUCE Professional Development Committee occasionally puts on events to do with marketing as well.

I've heard mentioned the "Four P's of Marketing"; what are they?

Product, Place, Price, and Promotion. Products are the things you sell to people. Place refers to how you get your product to your customer. Price is self explanatory but important: too high and it won't sell, too low and you won't make a profit. Promotion is how you let people know what you have for sale, and is only one aspect of marketing, though often—and mistakenly—considered the only aspect by some.

More questions? Contact Belinda Elliott at 506 453-4848 or belinda@unb.ca