



2016 National Payroll Week Online Survey Promotion Contest

The Online Survey Promotion Contest is designed to recognize outstanding work to increase awareness of National Payroll Week and the NPW Online Survey within your community and workplace. This contest is not limited to local chapter members. All APA National members are encouraged to participate.

Questionnaire:

1. List the media outlets who participated in this entry to promote the survey (give full names of newspapers, TV stations, radio stations, social media, etc.).
2. List the date, time, duration, and the number of people reached for the media outlets.
3. List the date, time, duration, and number of attendance to your promotional events.
4. How was the event planned/executed?
5. Did you attain companies support for your NPW and online survey promotion effort? Explain what you did to gain their support, and list all companies who supported.
6. How was the event promoted through media? Illustrate the ways you used newspapers, radio, Facebook, Twitter, LinkedIn, blogs, TV, etc. Include screenshots of articles, social media posts, and links to websites.

Winners receive:

- First Place – One registration to attend APA's 35th Annual Congress in Orlando, FL
- Second Place- Three registrations for any of APA's Webinars (live or on-demand)
- Third Place – A free copy of *The Payroll Source*
- All winners will receive a NPW Award Certificate and an announcement in the January issue of PAYTECH
- All participants receive a web banner



2014 First Place Winner:

Lisa Odom, CPS, Greater Nashville Chapter

Please submit the questionnaire with details, such as dates, attendees and location.

Please include photos or screen shots in JPEG format.

Judging will be based on creativity, promotion of events, and number of total people reached.

Submit all files to Chapter Relations at chapterrelations@americanpayroll.org.

Deadline for Contest Entries: September 23, 2016