



# 2017 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.



**2016 First Place Winner: Greater Milwaukee Chapter**

**Please submit entries in a word document or PDF file.**

**Submit all files to Chapter Relations at [chapterrelations@americanpayroll.org](mailto:chapterrelations@americanpayroll.org).**

## Winners receive:

- First Place - One registration to attend APA's 36<sup>th</sup> Annual Congress in National Harbor, MD
- Second Place - Three registrations for any of APA's Webinars (live or on-demand)
- Third Place - A free copy of *The Payroll Source Online*
- All winners will receive a NPW Award Certificate and an announcement in the January issue of PAYTECH
- All participants receive a web banner

**Deadline for Contest Entries: September 27, 2017**