



Awards Nomination Form 2017

Deadline for Submittal: September 29th, 2017

Please only submit one entry in each category. Please print clearly. Form is available online at www.md tourism.org. Nominators and recipients of all awards MUST be a member of the Maryland Tourism Coalition. All awards will be announced and presented during the Maryland Tourism & Travel Summit Awards Banquet on November 9th, 2017 at THE HOTEL at the University of Maryland.

Professional Awards

- Tourism Person of the Year
- Audrey Davenport Hospitality Person of the Year
- New Professional of the Year
- Visionary Impact Award
- Tourism Advocate Award...Announced on Tourism Day
- Cooperative Partnership Award
- Small Business of the Year Award
- MTC Volunteer of the Year Award

Marketing Awards

- Best Product or Event (circle one: sm, med, lg)
- Best Printed Promotional Material
- Best Destination Guide
- Best Media and Public Relations Campaign
- Best Website Award
- Best Use of Social Media
- Best Digital Campaign

Nominee

Nominee (Name in Full) _____
 Organization _____
 Address _____
 City _____ State _____ Zip _____
 Phone (_____) _____ - _____ Email _____
 Contact (if nominee is not an individual) _____

Nominator

Your Name _____
 Organization Name _____
 Phone (_____) _____ - _____ Email _____

Support Materials

All nominations **must be mailed** to the Maryland Tourism Education Foundation (MTEF), P.O. Box 128, Annapolis, MD 21404-0128 to **arrive by September 29th, 2017**. This fully completed Awards Nomination Form must be included for consideration. Please list nominee's name as it should appear on the award if they win. Please submit a brief statement (**no more than one typed page**) carefully answering the questions below in the Nomination Statement. Supporting materials developed for the project should be included with mailed with this Awards Nomination Form and the Nomination Statement. Questions regarding submissions should be submitted to Roseanne Souza, Executive Director, MTEF, at roseanne@souza.com.

Nomination Statement

1. Why do you think the nominee is deserving of this award?
2. How was the project undertaken? (Give details from concept through production).
3. Innovative features (what was special about this project).
4. Project budget and total project cost (for Marketing Awards only).
5. Specific results (increased income, attendance, publicity, visitor service, etc.).
6. Name of partners involved including outside consultants or agencies.

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2017 Professional Awards

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Every successful team has a strong leader – someone whose commitment, energy and exemplary service leads to great results and inspiring others. The Maryland Tourism Coalition's (MTC) professional awards honor your colleagues, employees and associates whose skill, dedication, and talent bring professionalism to Maryland tourism. **Nominators and Recipients must be members of the Maryland Tourism Coalition.**

Tourism Person of the Year

This prestigious award, now in its 35th year, is given to an industry leader whose exceptional commitment has significantly enhanced and perpetuated the tourism industry in Maryland. **Criteria:** A nominee must work in a tourism-related company in Maryland that is a member of the MTC. A nominee must be a resident of Maryland with a minimum of five years involvement in the tourism industry in Maryland. Nominee must be in a leadership position and have demonstrated significant success in fostering tourism and furthering the tourism industry in Maryland. Nominees may be from the private or public sector.

Audrey Davenport Hospitality Person of the Year

Named in honor of a MTC past president who is legendary for exceptional customer service, this honor is awarded to an individual demonstrating outstanding service to Maryland visitors. **Criteria:** Nominee must work in a tourism-related company in Maryland that is a member of MTC. The nominee must have worked in the tourism industry for a minimum of three years, and must display consistently outstanding service and a positive image about Maryland and his/her company. Examples of outstanding service should be included with the nomination.

New Professional of the Year

The New Professional of the Year Award is given to a newcomer to Maryland tourism whose spirit and commitment exemplify the ideal of our profession. **Criteria:** A nominee must work in a tourism-related company that is a member of MTC. The nominee must have worked in a new position or capacity in the tourism industry for no more than three years and must be an active participant in industry-related activities.

Visionary Impact Award

Leading a new initiative, working diligently to accomplish a shared goal, the Visionary Impact Award recognizes an individual, business, organization, group or coalition that has made a major impact with an important industry project or product. **Criteria:** Nominee(s) must have generated significant impact on Maryland tourism within the past year.

Tourism Advocate Award

The Tourism Advocate Award is given to the individual or organization that has successfully led legislative initiatives or has made a commitment to education in state, local or county government. Someone who has heightened the awareness of the tourism industry and its impact on the economy. **Criteria:** Nominees may be elected officials, private-sector employees, volunteers, government employees or organizations. Nominee's leadership should be demonstrated on behalf of a significant legislative issue or public awareness campaign within the past year.

Cooperative Partnership Award

Teamwork and partnerships are recognized by this award which is presented to multiple destinations, businesses or organizations that come together to form a marketing alliance. The successful program can be an advertising program, a tour, a publication or any activity with pooled resources promoting a common product or experience. **Criteria:** All entities in the partnership must be MTC members.

Small Business of The Year Award

Many private sector small businesses give MTC a great deal of their time and talents serving and empowering MTC to grow, flourish, and succeed in promoting Tourism throughout the entire Mid-Atlantic region and beyond. Their MTC work in the past year brings them right along-side the MTC Board Members and Staff with praise and thanks. **Criteria:** Small businesses must be registered in the State of Maryland and be a member of MTC.

MTC Volunteer of The Year Award

This award is given to an individual who has dedicated their personal and business time, skills, and energy to promote and assist with MTC's mission and vision. Their MTC "volunteer" work in the past year has been greatly appreciated and will bring them much praise, affirmation and many thanks from the MTC Board, Staff, and MTC members. **Criteria:** Nominee must work in a tourism-related company that is a member of MTC.



2017 Marketing Awards

NOTE: Nominations can be entered in only ONE category.

Deadline: September 29, 2017

Creative. Thoughtful. Innovative.

Important qualities for award-winning marketing programs that bring visitors to Maryland.

Nominators and Recipients must be members of the Maryland Tourism Coalition.

Best Product or Event Award

There's always something new. This award honors 2017 years' best new event, tour, destination, program, promotion or experience. What makes it the best? It's innovative, a model for others, and a successful Maryland tourism product. **Criteria:** Nominee should be the entity creating or coordinating the new product or event. The new product or event must have been introduced in the past year. In order to ensure greater representation, the award will be presented to the top entry in the following budget categories. 3 Levels: Small (under \$5,000 budget); Medium (\$10,000-\$40,000 budget); Large (over \$50,000 budget). Please provide actual budget figures.

Best Printed Promotional Material Award

This award recognizes the print media/advertisement, newsletter, brochure, map, etc., that uses the best strategy and implementation to promote a tourism entity or activity. **Criteria:** Nominee should be the entity creating or coordinating the new print product. The printed product must have been created and introduced in the past year.

Best Destination Guide Award

This award will be presented to the best visitors' or destination guide produced by any destination or attraction.

Criteria: This winning publication will be judged on content, presentation, organization and ease of use by tourists.

Best Media & Public Relations Campaign Award

The campaign should focus on a single, unified theme. Can be related to a special event, crisis management program, or overall promotion. **Criteria:** Nominee should be the entity that created or owns the campaign and started the campaign in 2017.

Best Website Award

The new website should demonstrate a creative implementation of a brand that is visually pleasing, unique, that captures the spirit of the brand, and is user-friendly. The entry should include descriptions of features such as social media integration, Google Maps®, search filters, user-personalization, and content-driven strategy.

Criteria: Nominee should be the entity that created the website or that owns the website launched as "**New**" in 2017. Website URL must be provided.

Best Use of Social Media Award

Best of Facebook®, YouTube®, Twitter®, Pinterest®, Instagram® or other social media platforms. Judged on creativity and appeal of visual components, originality, and brand consistency combined with unique idea or approach. **Criteria:** Nominee should be the entity that created or owns the social media campaign launched in 2017. Social media award votes will include voting outline through MTC social media channels.

Best Digital Campaign Award

Judged on the creative and unique use of digital media integrated with advertising creative and other campaign components. **Criteria:** Nominee should be the entity that created or owns the digital campaign launched in 2017.

Note: Awards will be based solely on the information included with the nomination. Please assume that the judges know very little about your project/destination. The background information should be as complete and concise as possible. The inclusion of photos, brochures, etc., with your mailed submission is very helpful. The judges reserve the right to change categories if appropriate. Judges who have a nomination in any category recuse themselves from voting in that category.