

# 2017 BC Tourism Industry Awards

## BC DESTINATION MARKETING ORGANIZATION ASSOCIATION PROFESSIONAL EXCELLENCE AWARD

### NOMINATION FORM

The *BCDMOA Professional Excellence Award* recognizes a community DMO for their commitment, outstanding marketing performance, accountability to and collaboration with the tourism industry in British Columbia. This DMO is a proven leader, an example of professionalism and best practices and has provided measureable value to the local and provincial tourism industry.

### Eligibility and Requirements

- Organizations can be self-nominated or be nominated by other agencies.
- The Award is open to any community-based DMO who has been a member of the BC DMO Association in 2016/2017.
- Nomination must be accepted and signed by nominee prior to submission of nomination.

### Nominee Information

Full Name:	Signature	
Business Name:		
Address:	City:	Postal Code:
Telephone:	E-mail:	

**This nomination is submitted by**

Full Name:	Telephone:
E-mail:	

**Please note that all requested contact information is mandatory, all nominees must fill in the information above. Failure to do so may result in disqualification of the nomination.**

## Nomination Criteria

Please address each of the following criteria on your nomination submission, limiting this to approximately 250 words per question in order to be consistent for the judging panel. Bullet point responses are acceptable.

1. **Innovation** – In the last year, what has the DMO accomplished that was innovative?

2. **Industry Advancement/Involvement** – How did the DMO demonstrate leadership to advance the tourism industry?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above. The box occupies most of the page's vertical space.

3. **Accreditation** – Has the DMO achieved their DMAI Accreditation under DMAP?

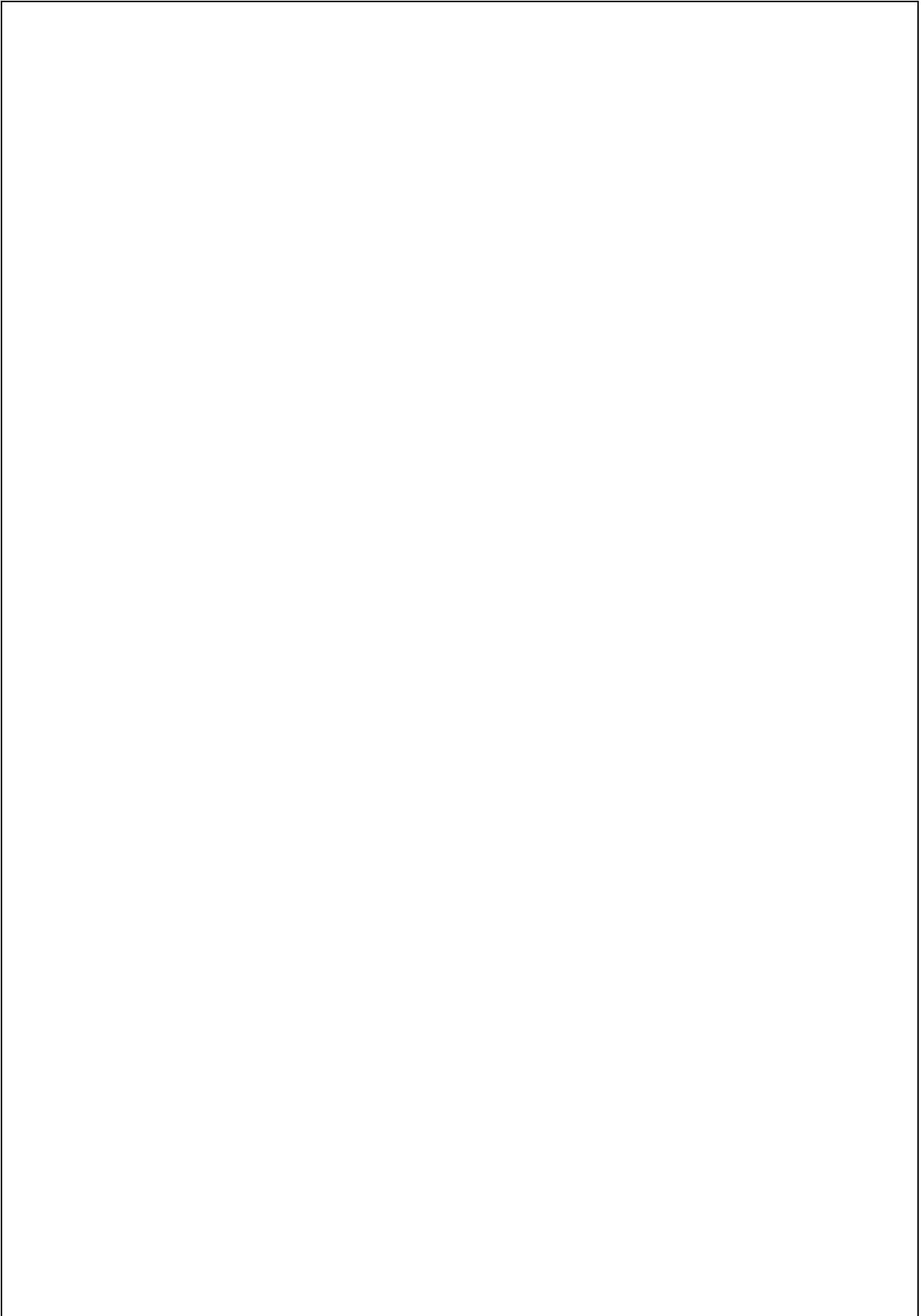
4. **Performance Reporting** – Does the DMO have systems in place to track and measure their performance?

5. **Accountability** – How does the DMO demonstrate their accountability to their stakeholders and the industry?

6. **Competitiveness** – How has the DMO increased visitation in a profitable way?



7. **Collaboration** – How has the DMO collaborated with other regions, sectors or industry partners to achieve shared goals?



Please ensure that you include links to websites, social media, videos and samples of work relevant to the nomination, where appropriate. If the nominee is selected as winner, this material may be used for promotion of the award category during the Awards Luncheon or in any post-event promotion or communications.

### **Award Presentation**

The *DMO Excellence Award* finalist, along with all British Columbia Tourism Industry Awards finalists, will be recognized at an Awards Luncheon during the 2018 Tourism Industry Conference on Thursday, March 8, 2018 at the Delta Grand Okanagan Resort in Kelowna.

**Short-listed nominees will be notified and are expected to attend the Awards Luncheon as winners will not be notified in advance.**

For more information regarding the Conference, visit [www.bctourismconference.ca](http://www.bctourismconference.ca)

### **Deadline and Submission Instructions**

- All submissions must be received no later than **January 15, 2018**.
- Please complete the online form, and **print, mail or email** it along with all supporting materials to:

**Email:**

[n.cumming@chemistryconsulting.ca](mailto:n.cumming@chemistryconsulting.ca)

**Address:**

BC Tourism Industry Awards  
Attn: Nora Cumming  
Chemistry Consulting Group  
400-1207 Douglas Street  
Victoria, BC V8W 2E7

For more information regarding the BC Tourism Industry Awards, visit [www.bctourismconference.ca](http://www.bctourismconference.ca)