

2018 BC TOURISM INDUSTRY AWARDS

INNOVATION AWARD

NOMINATION FORM

This Award recognizes an individual, organization or consortium that has devised and implemented an innovative initiative or marketing campaign that is directed at increasing the number of visitors to or within British Columbia between January 1, 2017 and December 15, 2017.

Eligibility Requirements

- Companies or organizations can be self-nominated, or nominated by other agencies.
- Nominees must have been a member of the tourism and hospitality industry (or related profession) in BC in 2016/17 (in either the public or private sectors).
- Nominees may not hold elected public office.
- Nomination must be accepted and signed by nominee prior to submission of nomination.

Nominee Information

Full Name:	Signature:	
Business Name:	Name of Campaign/Project:	
Address:	City:	Postal Code:
Telephone:	E-mail:	

This nomination is submitted by

Full Name:	Telephone:
E-mail:	

Please note: 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.

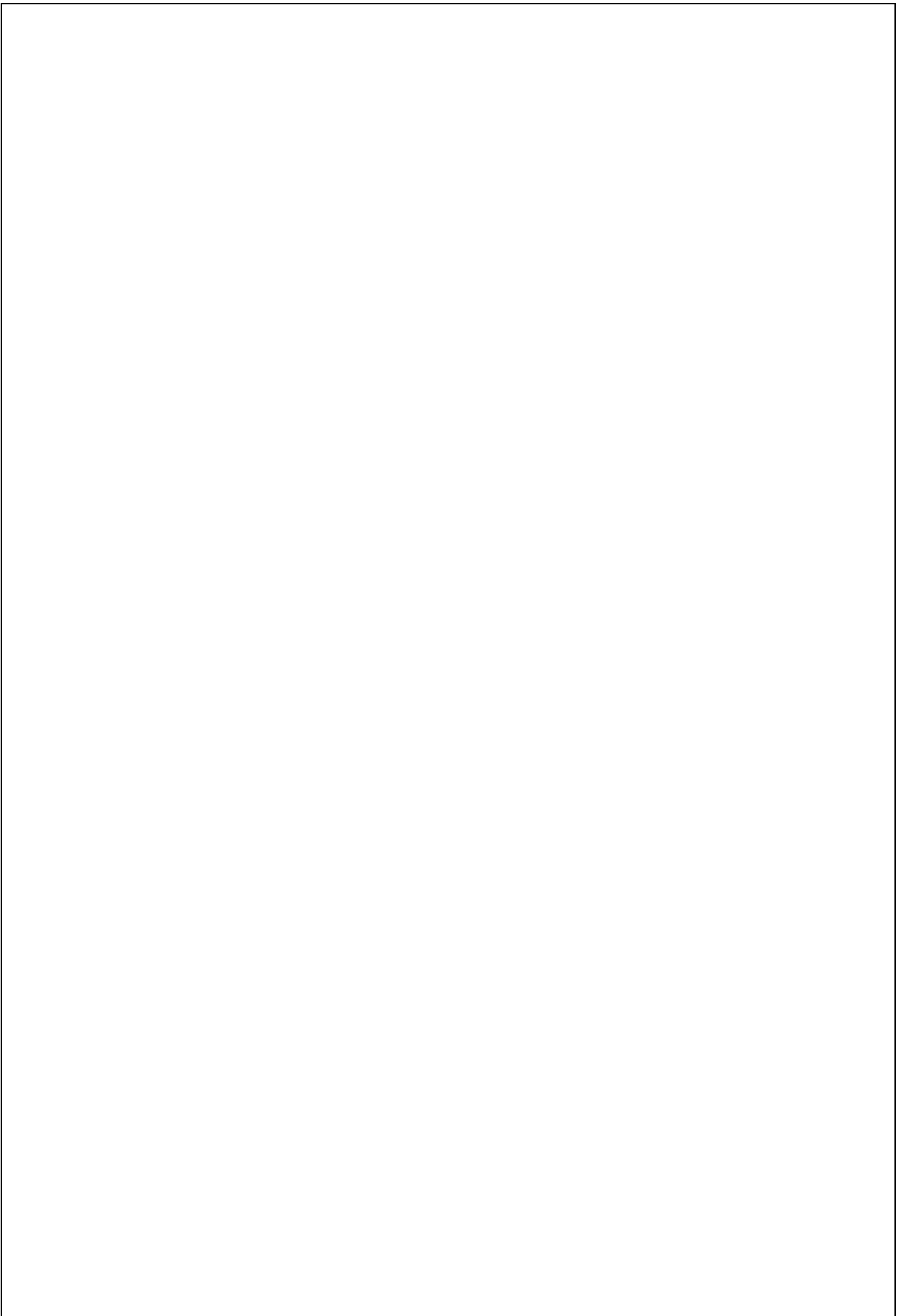
Nomination Criteria

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. What were the objectives of the campaign/initiative?

2. What strategies and tactics were useful in successfully delivering the campaign/initiative? Highlight how they were new or innovative.

3. What were the results?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question 'What were the results?'. The box occupies most of the page below the question.

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 *Innovation 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

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

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