

# 2019 BC TOURISM INDUSTRY AWARDS

## BCDMOA 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

- The Award is open to any community-based DMO who has been a member of the BC DMO Association in 2017/2018.
- Organizations can be self-nominated or be nominated by other organizations/ individuals.
- 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:	

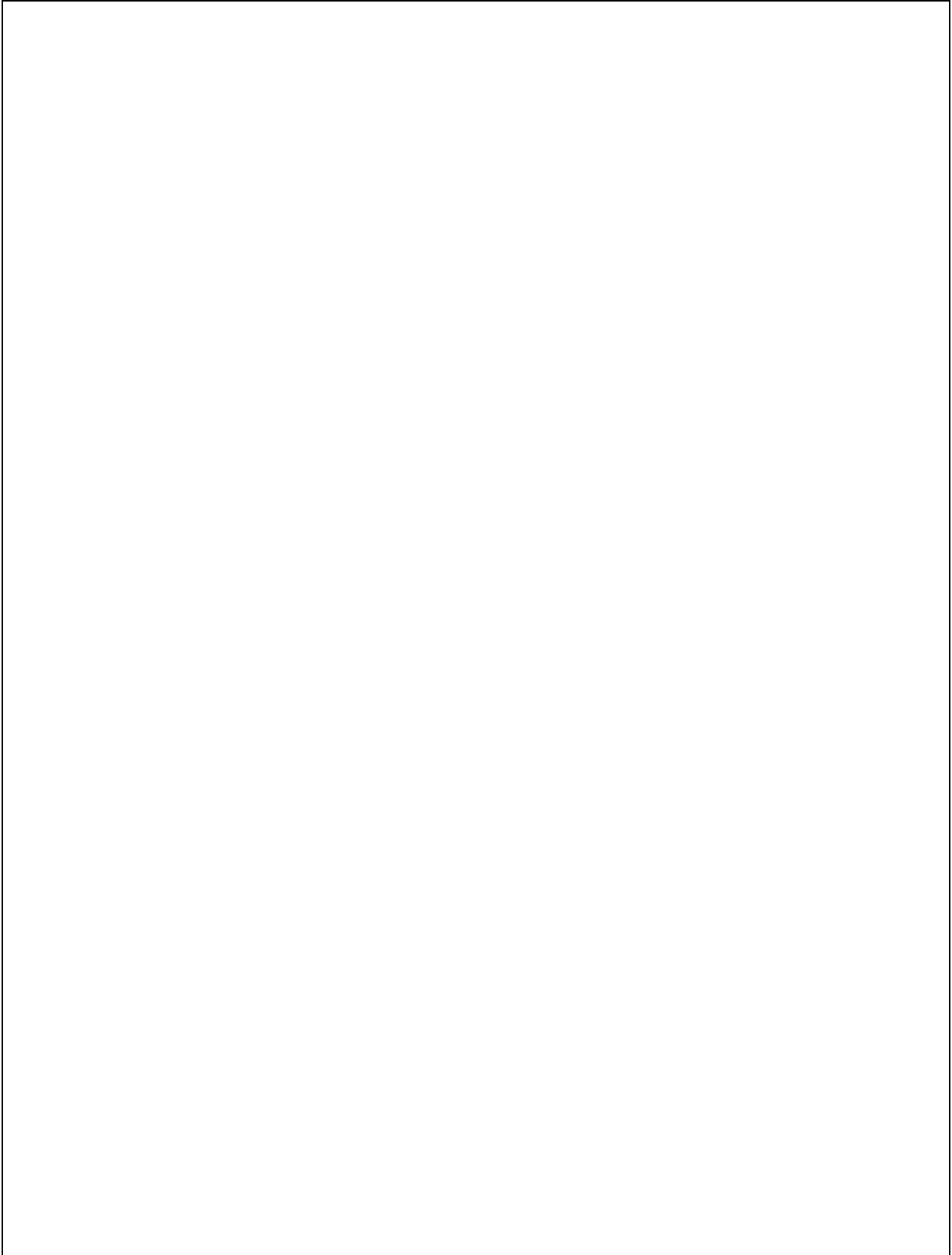
**Please note that all requested contact information is mandatory, all nominees must fill in the information above. Failure to do so may result in disqualification of the nomination.**

**Nomination Criteria**

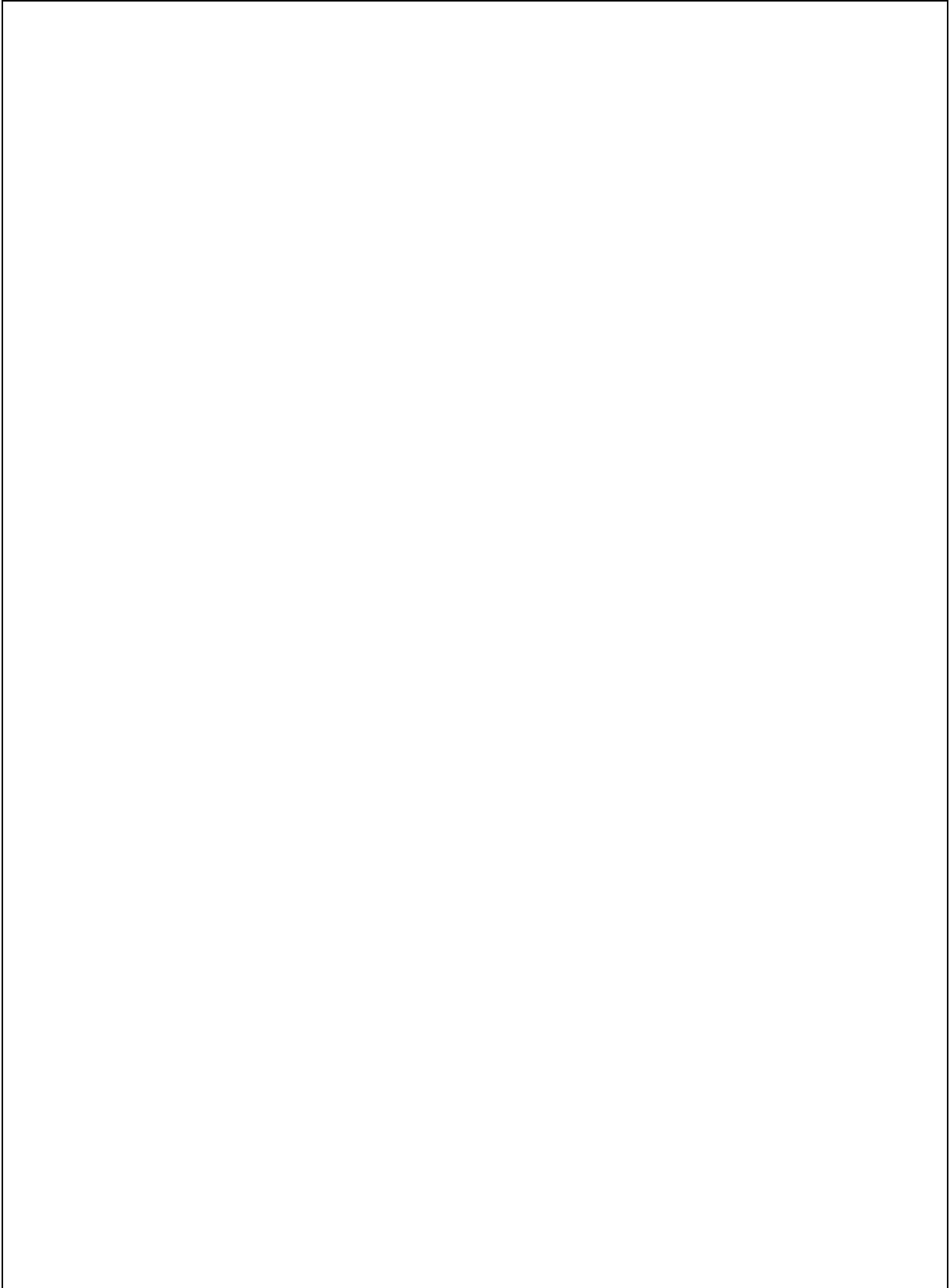
Please address each of the following criteria on your nomination submission, limiting this to approximately 250 words per question in order to be consistent for the judging panel. Bullet point responses are acceptable.

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

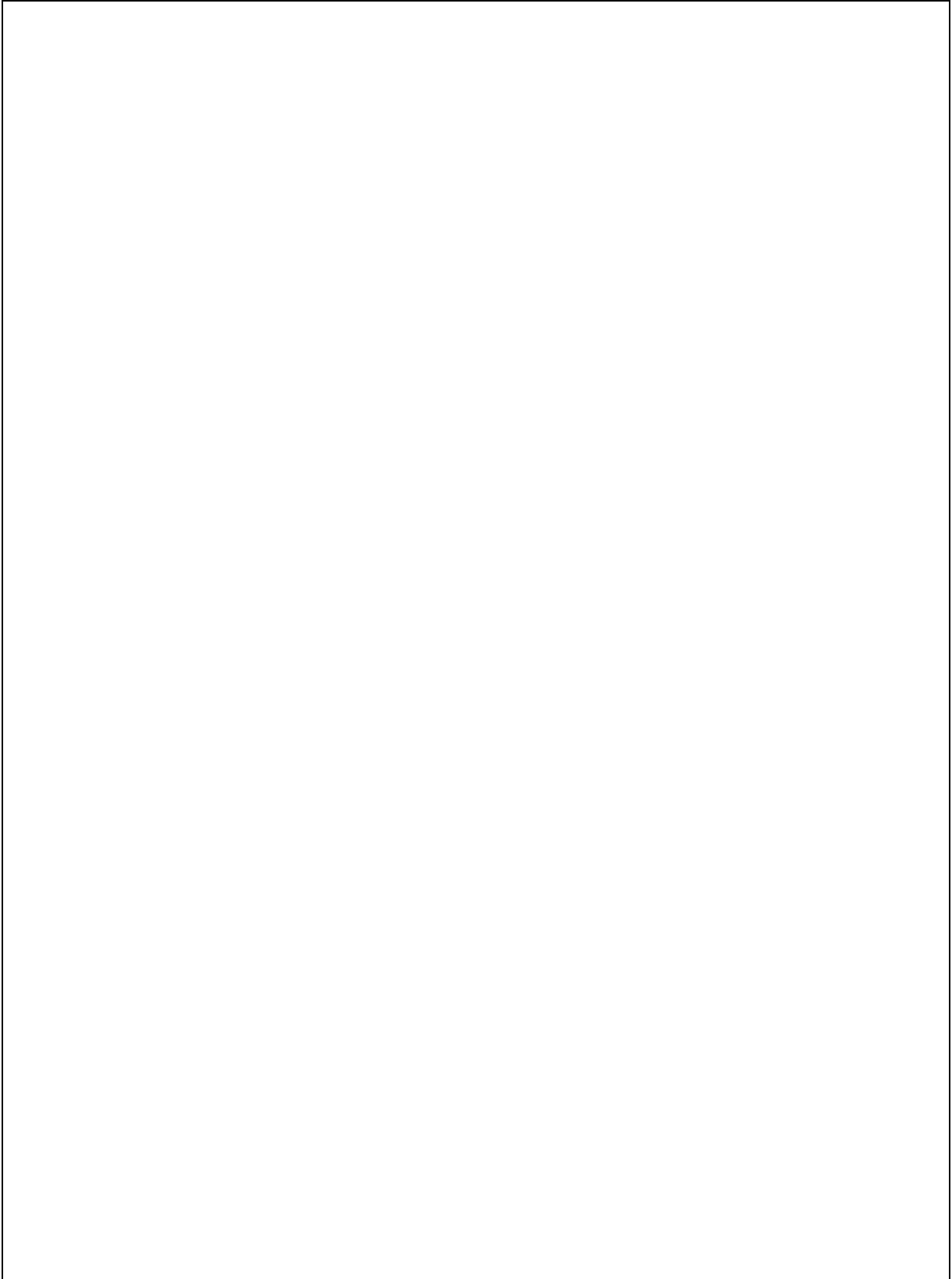
2. Industry Advancement/Involvement – How did the DMO demonstrate leadership to advance the tourism industry?



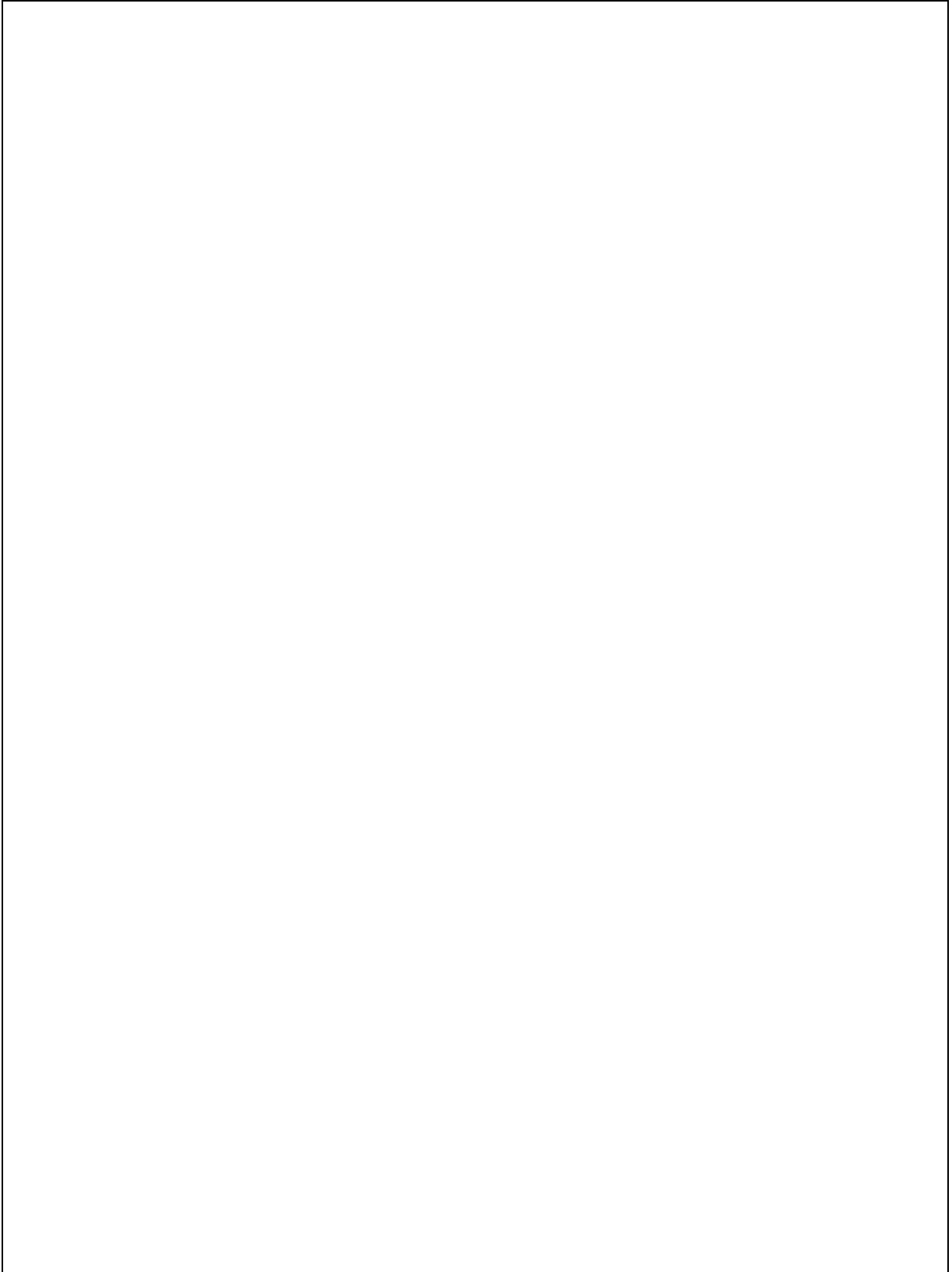
3. Performance Reporting – What systems does the DMO have in place to track and measure performance?



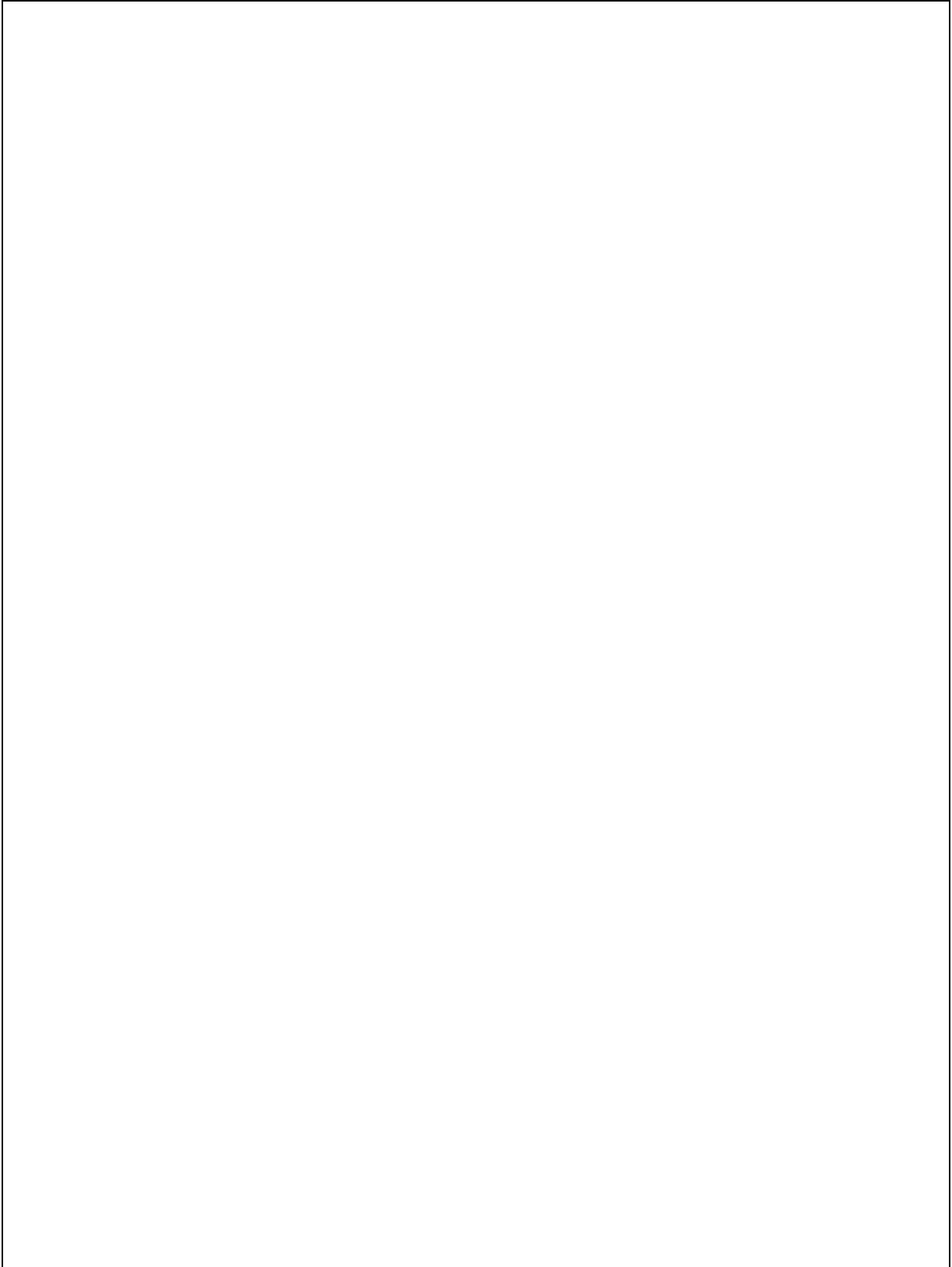
4. Accountability – How does the DMO demonstrate its accountability to its stakeholders and the industry?



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



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



## Supporting Materials

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 *BCDMOA Professional Excellence Award* finalist, along with all British Columbia Tourism Industry Awards finalists, will be recognized at the Awards Gala evening during the 2019 Tourism Industry Conference on Thursday, February 28, 2019 at the JW Marriott, Parq Vancouver.

**Short-listed nominees will be notified and are expected to attend the Awards Gala 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 11, 2019**.
- Please complete the online form, and **email** it along with all supporting materials to [n.cumming@chemistryconsulting.ca](mailto:n.cumming@chemistryconsulting.ca)

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