

# 2019 BC TOURISM INDUSTRY AWARDS

## INNOVATION AWARD

### NOMINATION FORM

This Award recognizes an individual, organization or consortium that 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, 2018 and December 15, 2018.

### Eligibility and Requirements

- Organizations can be self-nominated, or nominated by other organizations/ individuals.
- Nominees must have been a member of the tourism industry in BC in 2017/18 (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.
- Members of the TIABC Board of Directors and employees of the Ministry of Tourism, Arts & Culture or Destination British Columbia are not eligible for this award.

### Nominee Information

Full Name:	Signature	
Business Name:		
Address:	City:	Postal Code:

Telephone:	E-mail:
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**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.**

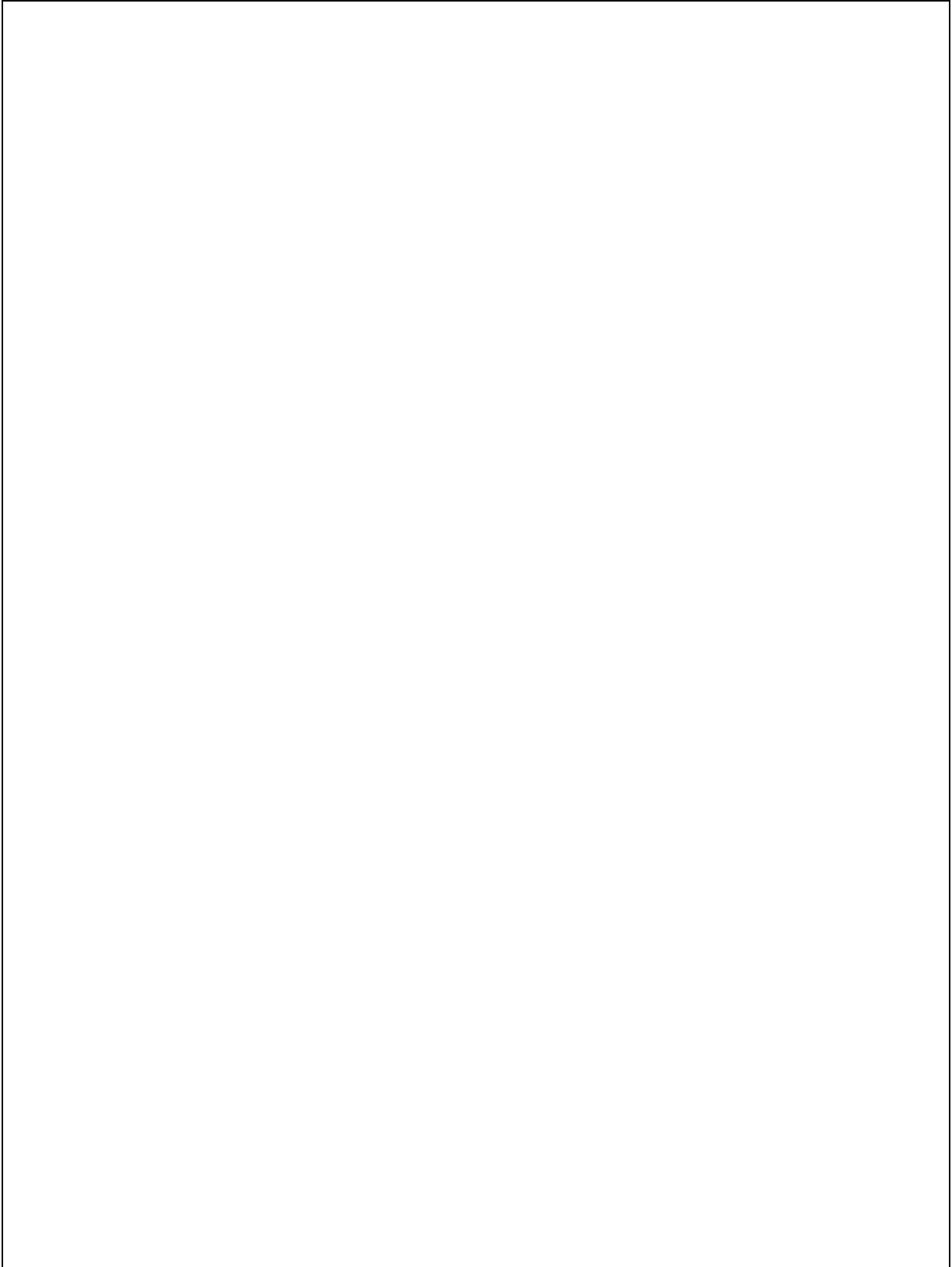
**Nomination Criteria**

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.

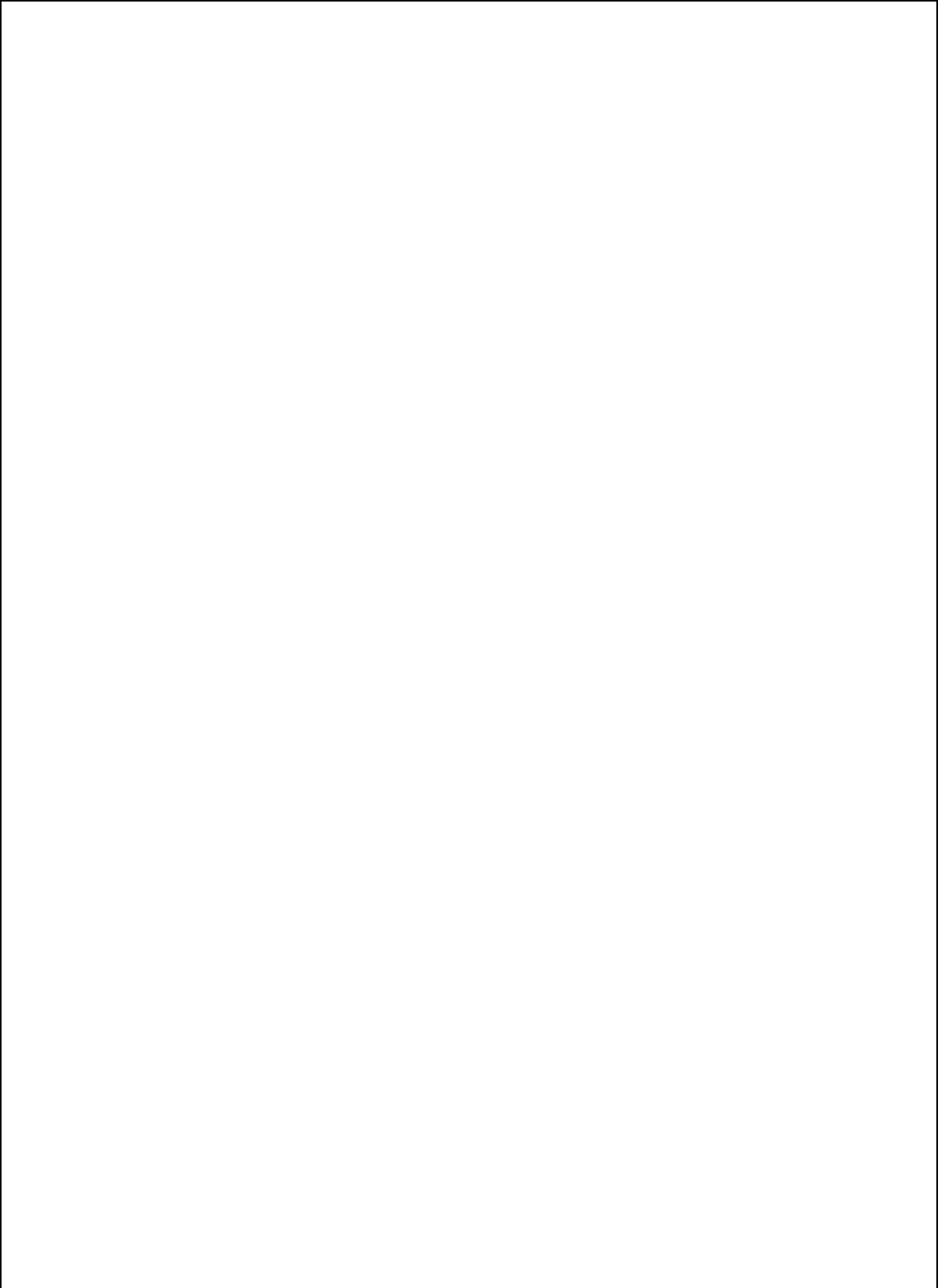
1. What were the objectives of the campaign/initiative?

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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?



## 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 *Innovation 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)