



# CARIBOO CHILCOTIN COAST NOMINATION FORM

## 2019 Best Tourism Marketing Initiative Award

Industry Awards will be presented at the Conference Gala Evening on November 2, 2019. Stakeholders are encouraged to put forward their own nominations or can nominate other stakeholders in good standing.

The award for Best Tourism Marketing Initiative recognizes a stakeholder for a marketing initiative or campaign that successfully increases business and enhances the tourism industry in our region.

Nominee: \_\_\_\_\_ Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Nominator: \_\_\_\_\_ Nominator Phone: \_\_\_\_\_

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Please answer the following questions and enclose any samples or materials which may be relevant.

List the objectives of the initiative/campaign. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What strategies and tactics were used in delivering the initiative/campaign? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List the results of each tactic and the overall campaign. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**DEADLINE FOR SUBMISSION OF THE ABOVE AWARD NOMINATIONS IS OCTOBER 4TH.**