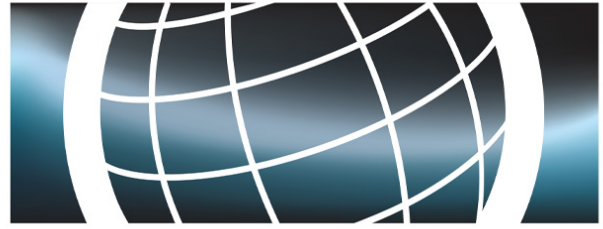


# DK SHIFFLET AWARD OF RESEARCH EXCELLENCE

## MARKETING OUTLOOK FORUM



### REQUIREMENTS

The DK Shifflet Award for Research Excellence recognizes a practitioner or their DMO for research that resulted or contributed to key decisions or actions for their organization and/or its constituents.

### CRITERIA

The recipient must be a tourism practitioner or DMO in good standing in the travel and tourism industry and submit a 1-2 page summary outlining: the issue being addressed; the research designed or used to address the issue (may be original or licensed from a third party research or research by a third party to which you had input); the outcome of the research; the decisions that were made, money that was saved or revenue that was earned based on the research.

A reference from someone in the organization who will be able to independently verify the impact of this work must be included.

Nomination Form: <https://ttra.wufoo.com/forms/m2nulx6154ef7e/>

### PREVIOUS WINNERS

The recipient will receive a plaque, complimentary registration to the 2021 TTRA International Conference and a \$200 gift card.



Stephen Schwer



Marlise Taylor