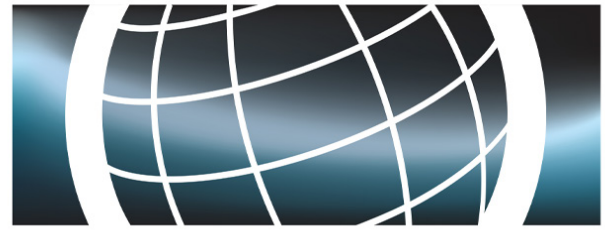


# J. DESMOND SLATTERY PROFESSIONAL MARKETING AWARD

## MARKETING OUTLOOK FORUM



The J. Desmond Slattery Professional Marketing Award is presented to the travel marketing professional who has made a significant contribution to travel and tourism marketing either nationally OR within their state OR for their destination. TTRA wishes to recognize the award winner with a plaque, complimentary registration to the 2020 Marketing Outlook Forum (attendance is expected) and a one-year Premier TTRA membership.

### REQUIREMENTS

1. The nominee must be a professional employed in the travel marketing industry.
2. Self-nominations are allowed as well as colleague nominations.
3. The nominee is not required to be a current TTRA member.
4. The person nominated will be judged on their contributions to the industry. Any programs, projects or events for which they were responsible will be judged on their originality, creativity, clarity of message, outcomes or results and overall marketing excellence.
5. An entry for this award may not be submitted for any other TTRA award.

### CRITERIA

Submissions for award consideration must include the following information:

- Nomination form - <https://ttra.wufoo.com/forms/m2nulx6154ef7e/>.
- A descriptive narrative of the background of the person nominated with information on any marketing-related program, project or activity for which they were ultimately responsible with the attributes listed above.
- This work should have been *completed between January 1, 2019, and present*. However, we do recognize that results for this time frame might not yet be available. Therefore, since this can also be an award for their efforts over the course of time, results for the past three years (January 2018-present) may also be submitted.
- Include supportive materials such as DVDs, posters, print advertising, etc. (any evidence of the nominee's role in the project).

**PREVIOUS WINNERS**



**2015**

Claudia Vecchio



**2016**

Jarrod Lyman



**2017**

Heather Lemoine



**2018**

Gail Bryant