

YESAWICH AWARD FOR MARKETING EXCELLENCE

MARKETING OUTLOOK FORUM



MMGY Global is excited to announce the Yesawich Award for Marketing Excellence will be awarded at the 2020 Marketing Outlook Forum Conference. This award will recognize excellence in either a Marketing Manager/Director or a Destination Marketing Organization (DMO).

A - For individual achievement, we are seeking to recognize an individual marketer whose tireless efforts and effective use of data and research developed an outstanding marketing strategy and program that resulted in inspiring their tourism organization and/or its constituents to change the course of the organization's marketing focus and, in turn, resulted in significant increases in measurable results.

OR

B - This award could be presented to a DMO and would highlight the tireless work of a marketing organization to understand the market and target audience, then promote and measure travel and tourism of their destination. This would include the discovery of an imaginative or innovative marketing program or campaign and judging how its success was measured.

Excellence will be defined as having created an outstanding marketing strategy based on relevant data and research resulting in a superior marketing effort with significant, measurable results.

REQUIREMENTS

1. The recipient must be a tourism industry destination professional or DMO in good standing in the travel and tourism industry.
2. Nomination form - <https://ttra.wufoo.com/forms/m1q6b47m1a65w8k/>.
3. A submission of a 1-2 page summary outlining:
 - a) Data and research conducted that led to the marketing strategy development
 - b) The destination's marketing strategy;
 - b) Execution of the strategy
 - c) The measurable impact of the strategy and how results compared to initial goals:
 - Increased number of visitors/guests;
 - Positive change in perception;
 - Positive change in awareness;
 - d) Any creative materials you believe showcase these efforts;
4. Submit references by someone in the organization who may independently verify the impact of this work. This would most likely be a board member, executive of the organization, etc.

CRITERIA

This submission will be judged by a review committee who will examine the quality of the marketing strategy, the execution of the strategy, the strategic research utilized, and the measurable results.

AWARD:

The winning practitioner will receive complimentary registration to the Marketing Outlook Forum Conference, a plaque, and a gift card (if allowable).

PREVIOUS WINNERS



2017

Jay Kinghorn



2018

Lauren
Hansen-Flaschen



2019

William Hare