

Criteria for Entry

The purpose of Personal Excellence Awards is to honour the outstanding contribution of marketing professionals as individuals in the success of an enterprise and/or their capacity to influence success in others. To that end applications for any of the 3 categories in the group will **ONLY** be considered from third party nominators who wish to provide a citation on behalf of a deserving applicant. Please note that self-nominations will **NOT** be considered.

This application is intended only for the purpose of preparing and submitting an entry for the Marketing Director of the Year 2010. If you would prefer to submit a citation under the alternative Personal Excellence award then you should download the appropriate category criteria from www.cimireland.org.

Marketing Director of the Year 2010

This award honours the Marketing Director of the Year who has provided outstanding leadership, direction and management of a high performing marketing team in an Irish based company serving regional, European and/or global markets. The qualities of a high performing executive are a combination of vision, competence, tenacity and personal management style that directs and motivates success in teams, often in the most hostile of market circumstances.

To receive this award, the nominee will be one who projects these qualities and whose personal performance is widely regarded by his/her superiors, peers and marketing team to have been a major contributor to the achievement of objectives and/or the surpassing of expectations.

In submitting a third party application, the nominator **MUST** have the consent of the nominee and must provide tangible evidence of the nominee's achievements.

In evaluating applications for this category, the judges will be especially mindful of the following factors:

- The extent to which the nominee has demonstrated clear vision and leadership, utilised and harnessed the marketing talent of the team, and instituted and managed a successful commercial outcome;
- How the individual has inspired high achievement of themselves and in others and galvanised optimum performance on behalf of the company;
- The measures taken to address and manage market entry and growth and the measures adopted to sustain market share over the next 12 to 36 months.

In applying for this category, nominators may cite the performance of a Marketing Director, Manager or other section head responsible for marketing output in a larger enterprise, or a Managing Director, Marketing Director or other marketing professional in a smaller company.

COMPLETING YOUR APPLICATION

The scope, content and style of your submission is entirely up to you. However it **MUST** include a table that shows the under noted information. You should also refer to the Rules for Entry for further information on layout specification:

Sales Turnover of the Business (data should be specified for last year & your current year, plus forecast for next year)

Sales Turnover of Project Activity (related to this application if the subject relates to a portion of the business – data must be provided for last year & your current year, plus forecast for next year)

Marketing Investment in the Project (committed to the project last year, your current year & forecast for next year)

Marketing Contribution in the Project (sales less marketing investment for each of the three years)

