



COMMITMENT TO THE COMMUNITY AWARD 2012



Who can apply?

Nominations are welcome from **anyone involved in meetings, incentive programmes, conferences; associations or business projects which took place 24 months before the deadline date of the application** that have demonstrated innovative efforts to benefit a charitable initiative of choice. Anyone who has won the award the previous year cannot re-submit the same project again.

What is considered?

Projects nominated are evaluated on the basis of the following three criteria (described in detail below):

1. Suitability
2. Creativity
3. Sustainability

In addition to demonstrating these aspects, applicants are requested to respond to specific questions regarding their project.

What is awarded?

The winner of the Commitment to the Community Award will be recognised at the IMEX Gala Dinner Awards Ceremony, in the IMEX Daily Paper and IMEX Briefing newsletter, at the IMEX Corporate Responsibility Centre, at the GMIC Annual Conference, and on the GMIC and the IMEX in Frankfurt website.

What do I need to submit?

To be evaluated nominations must include:

1. A signed and completed nomination form.
2. Summary narrative answering the questions outlined below. The summary must be no more than four double-sided pages, should space below not be adequate, including any associated tables, photos and charts. The summary must provide evidence of how the programme meets the three award criteria: suitability, creativity and sustainability. Please ensure each area is addressed and labelled accordingly in the submission.
3. Attachments (optional). To minimise paper consumption nominees are encouraged to provide only those attachments that are essential to support their narrative. Supporting information may be requested during the verification process.

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Application Questions

Applicants should outline answers to the following questions, all questions must be completed. (In the event there was no sponsor for the program, skip question number 5.)

1. How does the programme fit with the overall business objectives of the incentive/meeting?

2. How did the element of social responsibility tie in?

3. How did the programme align with the organisation's CSR/Sustainability commitment?

4. How and why was the beneficiary chosen for the programme?

5. If this programme was sponsored, how was the programme a good match for the sponsor?

6. How was the programme a good match for the destination/venue?

7. How did the programme involve the attendees, hosts and or guests?

8. How was the idea communicated to the stakeholders? (attendees, community, management, board, etc.)

9. What was the positive effect on the beneficiaries?

10. What are the anticipated long term benefits of the programme for the beneficiaries?

11. How did taking part in this programme impact the participants both short and long term?

Award Criteria

In addition to answering the questions above, your narrative should provide examples of how your project specifically meets the three award criteria. Please answer the following questions

1. SUITABILITY

How did your programme integrate into the local community? – i.e. selection of initiative in relation to the sponsoring corporation, organisation, host and sponsor, or specifically in relation to the programme destination or venue, or both.

2. CREATIVITY

What were the programme's most creative ideas? – i.e. design of the programme to incorporate appropriate venues, activities, gifts, etc. to benefit the chosen cause.

3. SUSTAINABILITY

Did your programme have any long term sustainability objectives? – i.e. assurance of a lasting and/or on-going effect on the beneficiaries or community.

4. OUTCOME

What did you and/or your team learn through this experience?



COMMITMENT TO THE COMMUNITY AWARD NOMINATION FORM



Nominee:	
Business Name:	
Address:	
City:	Postal/Zip Code:
Country:	
Phone:	Fax:
Email:	
Website:	
Project Nominated:	
Date:	Number of Attendees:
Frequency of Meeting: (e.g. quarterly, annually, one-time)	
Meeting Purpose:	
Nominator:	Phone Number:
Email:	
How the name on the award should read:	

In support of my nomination I have attached the following required information:

- Signed Nomination Submission Information Form
- Nomination Submission Narrative
- Attachments (optional)

If selected as a recipient of the Commitment to the Community Award my company or organisation agrees to be highlighted in promotional materials including websites and be willing to share the programme with others in the industry with due acknowledgement provided in copyright.

Signature _____ Title _____ Date _____

Please submit the completed Nomination Form and Nomination Submission Information to:

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Web: www.imex-frankfurt.com

To be received **before 24 February 2012**.
Electronically submitted nominations are encouraged.

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