



## 2017 Pacesetter Awards Nomination Form and Guidelines

### AWARD BACKGROUND & INFORMATION

The Events Industry Council, with 34 member organizations representing more than 103,000 individuals and 19,500 firms and properties, was established in 1949 to provide a forum for members seeking to enhance the industry, exchange information, develop programs to promote professionalism, and educate the public on the industry's profound economic impact. Among its initiatives are the Certified Meeting Professional (CMP) Program, CMP-HC (Healthcare) sub-specialty certification, Accepted Practices Exchange (APEX), Economic Impact Study, and the prestigious Hall of Leaders.

With Hall of Leaders firmly established as the premier recognition program for lifetime achievement and leadership in the meetings, conventions, exhibitions, hospitality and travel industry, Events Industry Council has created the Pacesetter Awards to celebrate emerging leaders and industry supporters. **The Pacesetter Awards honor achievement “in real time” — rather than over a lifetime -- and the people whose recent accomplishments chart a course for where the industry is today and where it is headed tomorrow.**

There are three focus areas of the Pacesetter Awards:

**Young Professionals** – Young professionals with a proven track record of successful leadership whose forward thinking and innovative approach led to groundbreaking changes (or actions) that are making a palpable impact on the industry today.

**Sustainability and Social Responsibility** – Advocates at any level of their professional careers whose proactive leadership on social responsibility initiatives and impassioned drive around sustainability issues are moving (segments) the industry closer to an overall adoption of accepted standards and best practices.

**Leadership and Innovation**– Innovators at any level of their professional careers whose ideas, approach and concepts are changing the way we think of meetings and events and how we perform our jobs. The implementation of these professionals' techniques and/or products are helping move the industry forward in unexpected and groundbreaking ways.

As it does with its Hall of Leaders, the Events Industry Council is undertaking a careful selection process starting with nominations from people in the industry and culminating with the intense scrutiny of the Selection Committee. Events Industry Council will be seeking nominations every year in all categories, yet will only name winners when the Selection Committee determines that credentials effectively meet the criteria. Conversely, the Committee may decide in some years that more than one person is worthy of recognition in a particular category and will name multiple winners in those cases.

Following are the requirements, forms, guidelines and useful hints that should make the nomination process seamless for you, and help you submit a nomination package that speaks to the specifics and the spirit of these new awards.

### ELIGIBILITY OF NOMINEES AND REQUIREMENTS OF THE NOMINATOR

- Candidates need not be members of the Events Industry Council's member organizations.
- The Events Industry Council itself, through its Board of Directors, may nominate candidates.
- Corporations or organizations are limited to one nomination per category per year.
- A separate nomination form must be completed for each specific category for which a candidate is being nominated.
- Candidates may only be nominated in one category.

### PROCESS AND DEADLINES

The nomination form below declaring your nominee for the **2017 Pacesetter Awards** must be received by 5 PM (EST) on **March 7, 2017** with essays and supporting materials **due by 5PM (EST) on March 17, 2017.**

## PROCESS AND DEADLINES (*continued*)

All nominations must include the following:

- ☐ Pacesetter Award Nomination Form with intended nominee
- ☐ Current professional photograph of the nominee in electronic format (high-resolution .jpeg).
- ☐ Nomination essay (criteria guidelines below).
- ☐ No more than three letters of support for the nominee. Each letter should be concise and provide at least one concrete example of how the nominee meets the criteria listed below. General accolades do not provide the Selection Committee with the specific information needed to assess the application.
- ☐ Thorough Biography/Career Summary of the nominee.

## CONFIDENTIALITY

- While many qualified individuals are nominated, only a few will be chosen each year. We request that any person or organization submitting a nomination for Pacesetter Award consideration **not release the name** of their nominee. Each organization's Board of Directors should also be cautioned not to discuss their nominee outside the organization. Your cooperation is appreciated in keeping this information strictly confidential.
- All nomination forms, except those for the chosen inductees, are destroyed once the selection process has been completed, so we suggest you make a copy of all nomination materials before submitting them to Events Industry Council. If you would like any original materials returned, please note this request clearly when submitting your nomination packet.

## NOMINATION ESSAY GUIDELINES

The following criteria are utilized in evaluating each nominee. In your submission, explain as concisely as possible how the candidate fits the criteria. Not all criteria below are necessarily used for each Pacesetter category. Depending on the particular award being considered, please respond and address as many items you feel are necessary to give the Committee the best information to assess the nomination. **Be sure to identify comments as addressing the corresponding alpha code and bolded topic** to insure reviewers know which criteria are being described.

- A. **Innovation** – Describe new ideas, techniques or initiatives the candidate has developed or to which he or she has contributed that have advanced the state of the industry.
- B. **Impact** – Describe the tangible or potential impact of the candidate's work on the industry.
- C. **Visionary Leadership** – Describe how the candidate has displayed a vision in answer to either a specific need or a Bigger Picture strategy, displayed leadership qualities to lead others down his or her path, and been the driving force behind that vision.
- D. **Influence** – Describe how the candidate has shown the ability to champion ideas or causes, and influence others to advocate, support and help implement his or her concepts.
- E. **Collaboration** – Describe how the candidate has collaborated to bring organizations, operations or people together to accomplish a significant objective.
- F. **Courage** – Describe how the candidate has shown courage to stand up and fix a problem or take a path less accepted or customary.
- G. **Perseverance** – Describe how the candidate has displayed the ability to overcome obstacles and keep the end goal in focus.
- H. **Other Distinguished Achievements** – Describe anything else about the candidate's work or provide any additional information that will help the Committee act favorably on your candidate's nomination application.

## Helpful Hints for an Effective Nomination Package

The following suggestions are based on feedback from past panels of Hall of Leaders Selection Committee judges:

### Letters of Support:

- Each letter should provide **concrete examples** of how the nominee meets the criteria.
- Letters that offer “general support” or accolades from big names but do not speak to the specific qualifications will not sway the judges. Four well-written letters, with specific examples, from a colleague, employer or peer are meaningful.
- Seek out more than three letters, but only **submit the very best three**. Preferably, each letter will provide different examples or address different criteria about the nominee.

### Essay Format:

**Be sure to address each appropriate topic separately depending upon the award and identify comments according to the corresponding alpha code** to insure that the reviewers know which criteria are being described. There is no recommended length for the essay.

### Essay Template

(Nominee's Name)

- A. **Innovation** – Jane was innovative by....
- B. **Impact** – The impact of Jane's work is as follows...
- C. **Visionary Leadership** – Jane showed visionary leadership by....
- D. **Influence** – Jane shows an ability to influence by....
- E. **Collaboration** – Examples of Jane's ability to collaborate for the greater good are.....
- F. **Courage** – Jane has shown courage by....
- G. **Perseverance** – Jane has illustrated how to persevere by....
- H. **Other Distinguished Achievements** – Other accomplishments of note from Jane include.....

**ANY QUESTIONS?** Please contact the Events Industry Council at 202.367.1190 or [info@eventscouncil.org](mailto:info@eventscouncil.org) and reference The Pacesetter Awards Selection Process.

**THANK YOU AND GOOD LUCK!**