

President's Award for Professional Development
Celebrating Commitment to Marketing Education

Overview

This award will honor a Company that exemplifies best practices in training and development of marketers.

The President's Award for Professional Development honors an organization that demonstrates an exemplary commitment to marketing education and professional development for its employees, embodied by the excellence of its marketing practice.

Eligibility

- Company or departmental leadership have shown a commitment to marketing related education/training and development (not general skills);
- Employees have actively participated in marketing related learning or development programs in the past 18 months (January 2013-May 2014);
- Engaged with DMA for some level of marketing education and/or training content (online modules, live online sessions, in-person seminars, and/or customized in-company education sessions);
- Able to show application of the knowledge acquired by marketing team and results.

Judging Criteria

1) What were your primary objectives for investing in a marketing learning and development program? **(Limit 500 words)**

2) What was the scope of your training program? **(Limit 500 words)**

- How many people did you train? (Should be a team and not an individual)
- In what formats? (such as: in-person workshops, instructor-led live online training, self-paced online training, certifications, webinars, external training, tuition reimbursement, book clubs, lunch and learns, subscriptions, etc.)
- Tell us about the duration of your development program (i.e. 2 months, 6 months, 1 year, multi-year)?
- Remember this must be recent training occurring between January 2013-May 2014.

3) What are the demonstrated results from your training? Please cite as many results as appropriate. **(Limit 500 words)**

- All tangible metrics will be given consideration (such as: employee retention, improved performance reviews, implementation of marketing best practices, increases in marketing metrics and sales results)

4) Are there any other considerations we should give to your company in judging the inaugural President's Award for Professional Development? Optional - **(Limit 500 words)**

- This is your opportunity to tell us why you should win this award.

Details on Entering

- Use the following link to submit your entry: **XXX**
- Entries **MUST** be received by **June, 27, 2014**. No exceptions.
- There is no entry fee.
- You must use the official entry form to enter your professional development program.
- Please provide a clear, concise and logical response to each and every question that is applicable to your entry.
- The professional development must have taken place in part in the past 18 months (January 2013-May 2014);
- Please retain a copy of your entry form for your files.

Terms & Conditions

- The DMA assumes all entries are original and the entrant either owns the work or has permission from the owner's approved agent to enter the work, with all rights granted therein. The DMA shall not be liable for any trademark or copyright infringement on the part of the entrant.
- Submission of any entry acknowledges the right of the DMA to use it for exhibition, promotion and publication purposes in any medium.
- Timely submission of an entry meeting the eligibility requirements ensures that an entrant's work will be reviewed and considered for recognition.
- No other representation or warranty is made by the DMA concerning entries, and all implied warranties are hereby expressly disclaimed.
- If an entry receives an award, the manner and details of announcing such nomination and award is strictly within the discretion of the DMA.
- Entrant understands that all awards may not be presented to awardees or publicized in the same manner and some may be presented in a ceremony and others may not at the discretion of the DMA.