



Economic
Developers
Council
of Ontario

2017 EDCO Awards of Excellence Sample Submission Form

*****For convenience purposes only. All entries must be submitted using the on-line EDCO marketing awards system. Go to www.edcomarketingawards.ca and click "Submit an Entry". *****

NAME OF ORGANIZATION / MUNICIPALITY: (as you would like it to appear on an award)

PROJECT PARTNERS (if applicable):

POPULATION:

MARKETING BUDGET FOR SPECIFIC SUBMISSION: (or estimate how many staff hours were used in full-time equivalencies)

TITLE OF SUBMISSION:

CONTACT PERSON:

TELEPHONE:

EMAIL:

ADDRESS:

QUESTIONS

1. Objective of Initiative:

(250 words max.)

What was the objective of this initiative and did you achieve it?

Consider:

- Effectiveness in meeting objectives
- Clarity and effectiveness of the message
- Measurement - how are you measuring the success of reaching your target market or objective? Did you meet your objective? Include any relevant analytics for the project (engagement, views, attendance etc.).
- Impact of product, program or event on the community (e.g. jobs created, spin offs, community pride, increase in tax base, new partnerships)

2. Target Market/Audience Analysis:

(250 words max.)

Who are you targeting to reach or assist through this initiative? How are you targeting this group? What was the reach of the initiative? How were partners engaged in the initiative (if applicable)?

Consider:

- Strategic positioning and differentiation
- Program or product content quality, relevance and organization of information or structures
- Ability of product, program or event to reach targeted audience and affect intended outcomes
- Partner engagement strategy

3. Budget & Cost Effectiveness:

(250 words max.)

What were the budgetary constraints, limitations or restrictions of this initiative? What was the initiative's return on investment? Is the project sustainable without external funding?

Consider:

- Include whether or not this initiative was carried out in-house or through an outside agency, any financial constraints, partnerships created to implement project, etc.
- Cost effectiveness, return on investment



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- Creative use of available in-house resources
- Creative leveraging of partnership funding and resources
- Impact on community or area

4. Design & Content Analysis:
(250 words max)

Please highlight any interesting components of the initiative.

Consider:

- Creativity in design, content and delivery
- Unique solution to economic development challenge
- Program or product design style or originality
- Environmental considerations and/or elements
- SPECIFIC for Website submissions - analysis of overall navigation / ease of use of the website; flow of information; Web 2.0 /interactive qualities

Promotional Awards ONLY

5. Did you use an outside advertising agency to assist with your project? If yes, please provide the name and email of the vendor.



2017 EDCO Awards of Excellence Sample Submission Form - Influencer of the Year Awards

***For convenience purposes only. All entries must be submitted using the on-line EDCO marketing awards system. Go to www.edcomarketingawards.ca and click "Submit an Entry". ***

NAME OF NOMINEE: (as you would like it to appear on an award)

TITLE:

ORGANIZATION:

YEARS EXPERIENCE:

TITLE OF SUBMISSION:

CONTACT PERSON:

TELEPHONE:

EMAIL:

ADDRESS:

QUESTIONS

1. Please describe some of the key accomplishments that highlight how this individual is a leader in the economic development profession.
2. Please describe the impact of this individuals' contributions on their peers, industry and/or their community.
3. How have these achievements contributed to the advancement of economic development as a profession?
4. Please provide testimonials from others who have been positively influenced by this individual and their contributions.