

Foreword to our Members

IAA stands for Excellence. It inspires, promotes and preserves the Excellence in all domains of the marketing and communication industry.

IAA stands for Standards. It creates the frame, sets up the benchmarks and unites the forces that drive ahead the industry as well as the whole market.

IAA stands for People. People that make a difference. People who want more and ask more of themselves for the benefit of the industry.

We created IAA Excellence Awards to celebrate, reward and promote People, their standards and their performance of Excellence.

IAA Excellence Awards is not a competition. It is above and beyond any competition.

**IAA Excellence Awards is a confirmation.
A sign of gratitude and a recognition from the industry to the people
who contributed
to its progress.**

Participate in this first edition of IAA Excellence Awards 2009. Come along with us and support this initiative. This way you will also contribute to the growth of the industry. Help us identify special people and to reward their excellent performances.

There is no need to wait for others to confirm our performances. We can and we need to do it by ourselves because it is about us and about our future.

IAA is the industry. And the industry is you.

Best regards,
IAA Romania Board of Directors

IAA Excellence Awards 2009 Nomination Form

IAA Member Name & Company :

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Date:.....

Notes:

Please use the forms below to make your nomination for the IAA Excellence Awards 2009. You can make as many nominations as you wish – just print additional pages. Please use your best judgment and describe with relevant details the reasons behind your nominations, filling in all fields. The space of all fields is not limited. All nominated performances should refer to 2007. Once this done, please take a couple of minutes and give us some improvement suggestions for the next editions. (see page 2) Please send your forms via email or bring it to the IAA House no latter than

1. Nomination no 1:

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Reason:

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a) **Background information** (please use this field if you believe the context must be described in order for the performance to be relevant. I.E: the person you nominate is not a well known person on the market or if the idea impacted a limited segment or category. Describe the context, the challenge and how this person approached it in order to achieve the objectives.)

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b) **The Sign of Excellence** : (please describe below why do you think this should be considered Excellence. Please explain how this contributed to the raise of the standards or how the idea impacted and improved the practices in the industry. Please present the facts based on all 3 aspects described below.)

B1) Professional Performance (which is the best evidence of excellence in this action? Is it disruptive, innovative and proves high professional standards? Please evaluate the performance against the objectives)

B2) Impact (is this idea creating a benchmark? Why do you believe this? Is this powerful enough to be considered a best practice case? Did it change the mentality or the methods? Will this inspire people?)

B3) Ethics (is this idea setting an example? Is the approach transparent and honest? Would you use it in your career or when coaching your juniors?)

c) **Effects:** (please let us know any measurable effects that occurred. If there are no measurable effects, please explain if the action described above can be used as a best practice case for the benefit of the whole industry)

Thank you,

Improvements for the future: Please let us know any suggestions in order to improve and grow the importance of the IAA Excellence Awards. Please comment on the methodology, design, voting procedure, judging process, timings, etc.

Please help us to make out of this initiative a “Sign of Excellence” in itself:

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