

TANM Presents the New Mexico Tourism Industry Association Recognition Awards (TIARA)

The Tourism Association of New Mexico (TANM) has created a statewide marketing awards program with two purposes in mind:

1. To recognize industry members for excellence and creative accomplishment in travel marketing and promotion, and
2. To foster the development of imaginative and innovative destination marketing promotion programs and activities.

There are ten opportunities for recognition in three broad areas: marketing programs, special events and attractions. Entries will be judged individually against the stated criteria, not against other entries in the competition. Therefore, no matter the size of the organization, each entry will be judged in a fair and balanced process.

Awards Presentation

Following the awards reviewing period, organizations submitting the entries selected for recognition will be notified that they have reached the finalist level. One or more of these finalists will be proclaimed winners of the TIARA Awards at a special awards ceremony during the 2010 NM Governor's Conference on Tourism at Buffalo Thunder Resort.

Categories

Entries may include individual or cooperative destination marketing programs or campaigns, including special promotions, events/festivals, direct marketing, electronic, technical, or interactive marketing efforts, creative elements in all forms of media, public relations efforts, etc., targeted to either the domestic or international market. It is anticipated that one award will be presented in each of the following categories:

- ❖ **Best Brochure**
- ❖ **Most Innovative Promotion**
- ❖ **Best Print Advertising**
- ❖ **Best Outdoor Advertisement**
- ❖ **Most Successful Public Relations Effort**
- ❖ **Best Web Site**
- ❖ **Outstanding Event**
- ❖ **Outstanding *New* Event**
- ❖ **Most Successful Sponsorship Solicitation**
- ❖ **Outstanding Attraction**
- ❖ **Tourism Professional of the Year** – Recognizes an individual who has made an excellent and significant contribution that enriches New Mexico's tourism industry through outstanding job performance, leadership in the tourism industry or development and improvement of tourism facilities and activities.



Entry Guidelines

1. Entrants must complete the official entry form at the end of this packet, duplicating it as necessary for multiple entries. Designate only one category per entry form; each entry must have its own entry form. Do not attach the entry form to the back of any collateral materials.
2. In addition to the entry form, entrants must submit a concise summary of the entry addressing the five essential elements listed below. This summary must not exceed two 8 ½" x 11" sheets (front & back), typed in 12 pt. font, single-spaced, with one inch margins. Less is more in this case, as quality is more important than volume.

Program Description, Time Period, and Target Audience/Market

- Purpose/Objectives: Objectives must be clearly stated, specific, and measurable (what is to be achieved, by when, using what resources, etc.). This will aid judges in determining how well the stated results met the stated objectives.
- Program Cost: Entries in the marketing categories should indicate the budget allocated for the promotion or program.
- Implementation Plan or Strategy: Describe the various elements of the program, activity or campaign; techniques used; tactics undertaken and how they support the objectives; creative steps taken; and difficulties encountered. Identify any partners and their roles.
- Evaluation Methodology: Describe the methodology used to evaluate this campaign/project. Please explain measurements used in obtaining results to date.
- Impact/Results: State clearly the quantified results achieved, i.e., percentage increase in visitors, inquiries or web site usage, or market share over the previous period; reduced unit costs; greater economic impact; etc. Results must be tied to the objectives. If specific, quantitative results are not available at the time of submission, you are advised to hold the project for submission in the next competition so that quantifiable results can be submitted. Entries lacking specific quantifiable results will not be strongly considered.

Prior to mailing your entry, be sure to proofread your entry summary. A few extra minutes taken to read through your entry will help with any grammar, important missing word, and spelling errors. Also, make sure that your summary addresses the five required description elements outlined above. What's left out could make a difference!

3. Detailed information or collateral material supporting the summary should accompany the entry. Examples include brochures, inserts, tear sheets, posters, exhibits, photos, or other visual material relating to the program.
4. For uniformity and ease of judging, printed material should be presented in an 8 ½" x 11" format, collated into a presentation notebook/binder with accompanying photos or ads. Stand alone photos, ads or posters should be mounted on matching-sized black art board (i.e., do not put an 8 ½" x 11" ad or a single Internet banner ad on a poster sized board, maximum size 9" x 12"). Space is limited in the awards display, so any attempts at minimizing the number of collateral pieces would be appreciated.
5. All stand alone supporting pieces of the entry should be correctly identified on the back of the piece using the identification labels. An unmarked ad board, in a group of multiple entries from your

organization, may be overlooked or misjudged. Individual pieces collated into a notebook or binder need not be labeled individually, but the notebook or binder itself should.

Judging Criteria

A committee of marketing and advertising experts will be selected to judge the entries. Members of this committee are not eligible to participate in the competition.

It is anticipated that only one TIARA Award will be presented in each category. However, the judges reserve the right to recognize more than one entry per category or to select no winner in a particular category if no entry is deemed to merit special recognition.

Judges will review the entry summaries on an individual basis to determine how well the entrant addressed the essential elements described under the Entry Guidelines (i.e., were the objectives clearly stated? do the stated results pertain to the stated objective?).

In making their selections, the judges will be looking for more than simply competence; they will be looking for programs that excel in one or more of the following criteria:

- **Effectiveness** in identifying and articulating specific, measurable results
- **Creativity** and innovation in project design, content, and execution.
- **Results** achieved in relation to the stated objectives. What was the return on investment? Results should be stated in measurable terms, i.e., percentage increase over previous year, actual numbers achieved versus projections stated in objectives, etc.

Entries will be judged individually against the stated criteria above, not against other entries in the competition. Therefore, no matter the size of the organization, each entry will be judged in a fair and balanced process: TANM members large and small have an equal opportunity to win based on the merits of the entry.

Rules

1. The competition is open to all TANM members excluding those on the judging committee. It is permissible for the TANM member's advertising agency or public relations firms to prepare the entry on behalf of the destination marketing organization; however, any such entry selected as a winner will be honored under the name of the destination marketing organization.
2. Each member may submit one entry in each category; however, the same program, activity or campaign may be entered in a single category only.
3. Entries may represent one-time events that took place in 2009 or continuing campaigns/programs that occurred or were launched sometime during 2009 or early 2010. Campaigns launched must have concluded no later than March 12, 2010.
4. Entries must include specific, quantitative results. If a program was begun in early 2010, it is unlikely that sufficient time will have passed prior to the March 12 cut off date to generate quantifiable results that support the objectives of the program. Judges look for real numbers, not just anecdotal support. If definitive results are not available in time for submission in this year's program, it is recommended that you hold the program for submission in the next TIARA Awards competition.

5. **As a benefit of membership, all TANM members may submit one FREE nomination in one category. A non-refundable entry fee of \$10 must accompany each additional entry** (not the individual collateral pieces supporting an entry). Make checks payable to the Tourism Association of New Mexico. Members submitting more than one entry should submit a single check for the combined entry fees.
6. Entries become the property of TANM unless a written request is made at the time of entry. Return mailing labels must be included with entry materials. Any such entry materials will be returned via U.S. mail unless express mail shipping labels (with the entrant's account number) are provided.
- 8. ENTRIES ARE DUE TO THE TANM OFFICE BY CLOSE OF BUSINESS MARCH 12, 2010.**

Questions regarding the TIARA Awards program should be directed to:

Sharon Schultz, CEO
Tourism Association of New Mexico
6121 Indian School Rd NE, Ste 216
Albuquerque, NM 87110
Phone: 505-345-5553
Fax: 505-345-5373
tanm@qwest.net
www.tanm.org

**2007-08 TIARA Awards
Official Entry Form**

*A printed copy of this form must accompany each entry along with a concise entry summary (not to exceed **TWO** 8 ½" x 11" sheets typed in 12 pt. font, single-spaced, with one inch margins) addressing the essential elements outlined in the Entry Guidelines. Duplicate this form as necessary for multiple entries.*

ENTRY INFORMATION

Organization_____

Entry Title_____

Category (check one)

- | | |
|---|---|
| <input type="checkbox"/> Best Brochure | <input type="checkbox"/> Most Innovative Promotion |
| <input type="checkbox"/> Best Print Advertising | <input type="checkbox"/> Best Outdoor Advertisement |
| <input type="checkbox"/> Most Successful Public Relations Effort | <input type="checkbox"/> Best Web Site |
| <input type="checkbox"/> Outstanding Event | <input type="checkbox"/> Outstanding <i>New</i> Event |
| <input type="checkbox"/> Most Successful Sponsorship Solicitation | <input type="checkbox"/> Outstanding Attraction |

Tourism Professional of the Year

ENTRANT INFORMATION

Name_____ Title_____

Organization_____

Address_____

City_____ State_____ Zip_____

Telephone_____ Fax_____ Email_____

As a benefit of membership, all TANM members may submit one nomination in one category for no charge. Each additional entry is \$10 each.

Enclosed is a check for \$_____(\$10 per additional entry) made payable to the Tourism Association of NM.

Please return this form, all supporting documentation,
entry materials and payment by March 15, 2008 to:

Sharon Schultz, CEO
Tourism Association of New Mexico
6121 Indian School Rd NE, Ste 216
Albuquerque, NM 87110