

# **CONFIRMATION FORM**

## **Marketing Leader(ship) of the year**

***Congratulations, you have been nominated for this award.***

***PLEASE SEND YOUR CONFIRMATION FORM TO*** ***nathalie.prieto@marketing.be*** ***before July 31 2021.***

***This award is open to all marketing professionals or similar who have overall responsibility for their companies marketing (or growth, customer centric) strategy and delivery.***

*The Marketing Professional will present a success case in which he/she will demonstrate his/her leadership, performance and marketing professionalism. Although nobody can achieve goals and results on his own, it is important to showcase the individual performance (i.e.: clear decisions taken, choices made with respect to the organization, innovation, communication etc…)*

*The Corona crisis has obviously had a major impact on many if not all aspects of our way of doing business.*

*This award is in no way an award intended for the Marketing leader who best coped with this impact or best reacted or best grabbed new opportunities arising from this crisis.*

*However, this award is an award for the leader who best managed to overcome these unexpected challenges, showed thought leadership and hence succeeded to sail through rough seas while staying true to its strategy, delivering superior business results and acting in coherence with the* [*Meaningful Marketing framework*](https://www.marketing.be/nl/meaningful-marketing-framework)

Your coordinates:

First name:

Name:

E-mail:

Phone number:

Company:

 Please validate your nomination:

* MLA is Belgian or active in Belgium
* MLA has at least 10 years of professional experience
* MLA operates at management level (i.e. member of an important decision-making body within the organization)
* MLA has achieved one or more business successes over the past 3 /5 years thanks to a thorough customer-centric, marketing policy, i.e. is (as client or entrepreneur) strategically, organized and consciously committed to marketing and customer-centric entrepreneurship.
* MLA plays a central role in creating value for all stakeholders.
* MLA plays a determining, stimulating role with respect to the cooperation/ collaboration between different functions/departments inside the organization but also with respect to collaboration with customers and external partners.
* MLA combines a strong marketing vision, execution power and innovation speed.
* MLA is a marketer or entrepreneur from whom colleagues can learn something.
* Is eager to become a good ambassador for the marketing profession (internal and external).

**Hereby, I confirm that I comply with the selection criteria.**

**Yes / No**

**Hereby, I confirm the brand, company, organization contributes/is willing to contribute to the promotion of the marketing profession by actively promoting its marketing vision and sharing its knowledge (with the aim of spreading vison and knowledge to the wider audience).**

**Yes / No**

Signature :

***PLEASE SEND YOUR CONFIRMATION FORM (2 pages) TO*** ***nathalie.prieto@marketing.be*** ***as soon as possible but not later than July 31 2021.***



# **Case Entry FORM For**

## **Marketing Leader(ship) of the year**

The CASE ENTRY FORM is pre-formatted document, which you should use for submitting your case. It contains 3 sections with a limited number of lines for each of the sections.

The deadline for your CASE ENTRY is **September 9th 2021**. Please send your Case entry Form in PDF to nathalie.prieto@marketing.be.

Your coordinates:

First name:

Name:

E-mail:

Phone number:

Company:

The Title of your case:

**SECTION 1 (10 points):**

### **Introduction:**

|  |
| --- |
| Introduce yourself: Give a short overview of your marketing career and describe your role and responsibilities in your current position.**(max. 20 lines)** |

**SECTION 2 (50 points):**

**Your success stories:**

|  |
| --- |
| **Context :** (5 points)When looking over your career over the last 3 to 10 years what do you consider as your successes? What are the milestones in your career? (You can refer to 1 or more success stories)What have your biggest failures been, and what did you learn from them?**(max. 20 lines)** |

|  |
| --- |
| **The challenge** (5 points) Referring to these success story/stories: what were the main marketing challenges you were facing?What kind of behavioral change did you focus on?**(max 15 lines)** |

**The drivers of your success** (10 points)

How did you make a difference? What were/are the drivers of your success? (You can refer to particular strategic decisions, your leadership, particular alliances, an innovation, a particular value proposition, etc…)

**(max 15 lines)**

**Business Results** (20 points)

Can you describe the business results of your success story/stories ?

**(max 15 lines)**

**Making a positive impact on society** (10 points)

- How did you make a positive difference?

- Referring to the current Covid-19 Pandemic: Referring to the Corona Crisis, how was your marketing practice affected by this pandemic? How did you cope with the impact of the pandemic?

**(max 15 lines)**

**SECTION 3 (40 points):**

**Thought Leadership**

|  |
| --- |
| Referring to the Meaningful Marketing framework (see [framework here](https://www.marketing.be/nl/meaningful-marketing-framework-2021)), what is your personal opinion of this framework? What do you think is relevant? What should be improved? Why?**(max 30 lines)** |

Marketing in the future: how do you think marketing should evolve in the future ? Where are the opportunities for Marketers? What should they aim for?

**(max 20 lines)**

This is a leadership award. How would you describe your leadership style? Can you illustrate with a few examples

**(max 15 lines)**

A winner of the Marketing Leadership award should have track record in promoting the Marketing Practice by means of, for example: publications, lectures, key note speeches, coaching, active membership of professional associations, etc… Can you list some of your activities, roles in promoting the marketing practice / your marketing expertise?

**(max 15 lines)**

**Thank you for your participation**

**Send this document in PDF to** **nathalie.prieto@marketing.be** **before September 9 2021**

**The selection Committee will announce the finalists by October 04 2021.**

**Finalists will present their case to the Jury on October 25 2021**

**Need more information?**

[**www.belgianmarketingawards.be**](http://www.belgianmarketingawards.be)

**Email : nathalie.prieto@marketing.be**

****