



PR Network of the Quad Cities

PR Network Member of the Year

About the Award

PR Network of the Quad Cities will recognize a current member who honors outstanding accomplishments in the fields of marketing and public relations in the Quad Cities. The award is presented during the annual Half Day Workshop.

Eligibility

Individuals must be a PR Network member and be on the membership list as of December 31, 2015, have at least three years of experience in the field and have clear leadership and ownership of the work they are submitting; those holding marketing or PR positions or leading creative projects are preferred. Nominees are solicited from PR Network members but you don't need to be a PR Network member (or a marketing professional) to nominate someone.

How to Enter

1. Select a nominee. This nominee should exemplify the qualities of a true leader. The nominator doesn't need to be a PR Network member, or a marketer, but the nominee must be both.
2. Fill out the nomination form below, to the best of your ability. All nominations will be kept confidential.
3. Include a letter of recommendation by addressing the three areas of judging criteria outlined below written like a press release. [Here is an example you can use](#). It is preferred you include a letter from someone other than yourself.
4. Send the application package to PR Network by April 1, 2016 to nominations@prnetworkqc.org. Nominees will be judged solely on their write-ups by a committee led by a PR Network Board Member. Committee members and anyone involved with the judging is not eligible. Please do not send any other appendices, video-tapes or samples. There are no entry fees. For questions about the entry rules, email nominations@prnetworkqc.org.



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Nomination Form

Please complete this nomination form along with the requested information on the following page. All nominations will be considered. Individuals can nominate up to three (3) candidates.

Nominee Information

Name: _____

Place of Employment: _____

Contact Information: _____

PR Network Member: Yes No

Nominator's Information

Name: _____

Contact Information: _____

PR Network Member: Yes No

Please state the main reason you are nominating this person:



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Judging Criteria

To the best of your ability, please address the following areas of marketing leadership on a separate sheet(s) of paper, not to exceed three pages:

Accomplishment (30 points): How do the accomplishments of the nominee distinguish them among industry peers? Primary emphasis should be placed on accomplishments within the past 18 months.

Marketing Champion (40 points): Discuss how the nominee's service has had a significant positive impact on the marketing field (e.g., a creative use of a new strategy or tool, etc.). How have the nominee's activities served to enhance the fields of marketing and public relations for a non-profit in the Quad Cities (volunteering your skills to help a non-profit, mentoring someone else in the marketing field, etc.)?

Innovative Ability (30 points): Describe how the nominee demonstrates his or her understanding of current marketing/PR trends in the industry. How has the nominee's leadership style contributed to unique approaches and demonstrated leadership in action?

Submit nominations by April 1, 2016 to:

nominations@prnetworkqc.org or PO Box 3043, Rock Island, IL 61204.