



SALES AND MARKETING LEADER CATEGORY

PLEASE ATTACH PHOTO:
 - Business head shot
 - Colored
 - White Background

Coverage: Regular employees of a Member-Property who **lead and orchestrate two (2) or more activities/functions that directly/indirectly define, or shape, the Sales and Marketing strategy** to secure and/or implement business revenue streams.

Examples of positions which fall under this category include the following - Director of Marketing, Director of Sales, Director of Business Development, Director of Events, and Director of Sales and Marketing.

PART 1: CONTACT DETAILS

Instructions: *It is important that active contact account details are indicated so that HSMA can reach you for further information, if needed.*

INFORMATION	NOMINEE	NOMINATOR
Last Name, First Name, MI		
Organization		
Position		
Email Address		
Mobile Number		
Landline Number		

PART 2: RELEVANT BACKGROUND INFORMATION ON THE NOMINEE NAME

Instructions: *Please ensure that the correct name (including spelling) of the NOMINEE is indicated as this will be used in HSMA's permanent records.*

INFORMATION	NOMINEE
Last Name of Nominee	
First Name of Nominee	
Middle Name of Nominee	
Name Extension, If any (Jr., Sr., III etc.)	
NICKNAME	

WORK EXPERIENCE IN THE HOSPITALITY INDUSTRY

*Instructions: To allow HSMA and the Judges to better appreciate the achievements and/or accomplishments that are being presented, please provide information on the past to current work experiences of the NOMINEE in the HOSPITALITY INDUSTRY (hotels, resorts, airline, restaurants, travel agencies, government-related agencies, etc.) **ONLY**. While these will not score points, it will enrich HSMA's and the Judges' assessment of the NOMINEE's approach to real situations and circumstances.*

ORGANIZATION / COMPANY	POSITION	START DATE (MM/DD/YY)	END DATE (MM/DD/YY)

TOTAL CUMULATIVE YEARS IN THE HOSPITALITY INDUSTRY	
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PART 3: ACCOMPLISHMENTS AND/OR ACHIEVEMENTS

Instructions: For this category, sensitivity of the position to developments in the industry, and the ability to positively act on it, is key. Specifically, the world has seen dynamic changes in travel, recreation and celebration trends in the past three (3) years that pose to have long-term impact on a Member-Property’s existence. BEYOND THE BOTTOMLINE, a Leader could have significantly helped recognize, respond to, and embrace these changes to ensure the Member-Property’s long-term business survival.

This Virtus Awards Cycle 2023 *intends to recognize compelling efforts made from the period 01 July 2022 to 30 June 2023* by a Leader who has contributed to converting changes into opportunities that can respond to shifting preferences and needs of old, new and future guests of the Member-Property.

3.A. ACTUAL ACCOMPLISHMENTS AND/OR ACHIEVEMENTS

BEYOND THE BOTTOMLINE calls for adaptability to change, for responsiveness to shifting preferences and needs, and for flexibility to future scenarios. One major factor is technological development that have shifted client preferences and needs, in many aspects. For one, there is an increase in customer independence , which may pose as a challenge to marketing interventions. As an example, mobile booking, cashless transaction and longer stays due to “work from anywhere” arrangements have increased. Richer digital information has also unlocked myriad options and influenced changes in life priorities as well as the need for meaningful experiences by guests with families and friends for travel, recreation and celebration.

What changes affecting our industry were observed, if any, and which ones posed to have serious effects on the Member-Property? What strategies were considered and pursued? Characterize the effort as either: diversification, differentiation, upscaling, rebranding, revival, new business stream etc. What other programs can it branch-out into - whether actual, in the pipeline or envisioned? What was the specific role of the NOMINEE in this endeavor?

Cite actual situation/s (occasion/date/place/client etc.) encountered/pursued/initiated by the NOMINEE which demonstrated exemplary performance of his/her job as well as results in terms of sales/contracts supported, systems improved, client-groups satisfied, property facilities/amenities enhanced or any other value-adding outcomes. Personal recognitions, citations, awards and the like, received during the covered period, may be included.

Quantify in terms of PhP, pax, time, area etc. More than one (1) situation may be cited.

Weight: 40%

Maximum Words: 200

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3.B. CUSTOMER SERVICE ORIENTATION AND BUSINESS SPECIFIC KNOWLEDGE

From any of the achievements and/or accomplishments submitted in Question 3.A, please elaborate on the personal effort of the NOMINEE in exercising initiative, resourcefulness, creativity and persistence in helping the Member-Property see and move BEYOND THE BOTTOMLINE. The capability to navigate the property through the process will support the NOMINEE's well-rounded knowledge of the business and the industry.

Quantify in terms of PhP, pax, time, area etc. More than one (1) situation may be cited.

Weight: 20%

Maximum Words: 100

3.C. TEAM WORK AND INTER-PERSONAL RELATIONSHIPS

From responses given in 3A and/or 3B above, please elaborate on how the NOMINEE continued to collaborate and cooperate with colleagues from within the property to achieve the desired results, or with those outside the property in the exercise of fair competition, beneficial to the industry. Explain the significance of role performed. This is an opportunity to highlight the NOMINEE's work ethics, teamwork, inter-personal relationships and communication skills.

Quantify in terms of PhP, pax, time, area etc. More than one (1) situation may be cited.

Weight: 20%

Maximum Words: 100

3.D. COMMITMENT TO CONTINUING EDUCATION

Please cite the NOMINEE's efforts to continuously equip him/herself with new knowledge to cope with changes in the business environment as well as initiatives to share knowledge, formally and/or informally, with others in the Property or Industry. The pro-active development of future leaders may form building blocks in the growth of the hotel and resort industry.

Or, given the saying "Experience is the best teacher", what lesson and/or skill can the NOMINEE draw from this entry and share with other members of the industry?

Weight: 20%

Maximum Words: 100

PART 4: DECLARATION

We hereby declare that the facts and accompanying information stated in this NOMINATION FORM for the SALES AND MARKETING LEADER CATEGORY are true, correct and verifiable, to the best of our knowledge, and satisfy the eligibility criteria of the VIRTUS AWARDS.

If this nomination makes it into the SHORTLISTING of candidates for further evaluation, we consent to submit additional information the HSMA and the Judges may require. We understand that the information will be used by HSMA and the Judges in evaluating the Final Awardees and we consent to the use of such information for that purpose.

Finally, if selected as a Finalist or Award Recipient, we hereby authorize the release and use, in connection with the VIRTUS AWARDS for 2023 and henceforth, of our names, our Property's name, non-financial information, photographs, video and audio recordings of us in any form of media and from whatever source.

Signature over Printed Name/NOMINATOR

Signature over Printed Name/NOMINEE

DATE

DATE