



SMALL BUSINESS MARKETER OF THE YEAR

2010 ECSB Summit | 3rd Annual Award | Nomination Form

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Please complete all sections of this form
1/ Entrant Information 2/ Program Details 3/ Sample

SECTION 1 > ENTRANT INFORMATION

INFORMATION > COMPANY

COMPANY NAME

TYPE OF BUSINESS

ADDRESS

_____ CITY	_____ STATE/PROVINCE	_____ ZIP/POSTAL CODE
_____ TELEPHONE	_____ E-MAIL	

INFORMATION > ENTRANT

NAME

TITLE

COMPANY NAME

_____ TELEPHONE	_____ E-MAIL
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INFORMATION > CONTACT *(if different from entrant)*

NAME

_____ TELEPHONE	_____ E-MAIL
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SECTION 2 > CAMPAIGN INFORMATION

INFORMATION > CAMPAIGN

COMPLETE NAME CAMPAIGN/INITIATIVE/PROGRAM

PRODUCT/SERVICE

DATES CAMPAIGN STARTED AND ENDED

COUNTRY(S) OR REGION IN WHICH IT RAN

INFORMATION > CAMPAIGN DETAILS

Please describe a specific marketing campaign or initiative targeting small business in 2009. Tell our judging panel why your campaign should be considered for the Small Business Marketer of the Year. *Use a separate entry form for each campaign.*

1. **OBJECTIVES** (approximately 150 words)
What were your business objectives? Please be as specific as possible.
2. **INSIGHT** (approximately 200 words)
What insight about the small business market were you leveraging to build this campaign? Did you target a specific segment?
3. **EXECUTION** (approximately 200 words)
Describe how the campaign or initiative was executed. Include your selection of both traditional and/or new media, and describe any partnerships you leveraged and why.
4. **RESULTS** (approximately 200 words)
How effectively did the campaign meet your objectives? Please provide objective and specific proof of the success of your campaign (e.g. ROI, cost per acquisition)

LEGAL NOTICE: All entrants agree to allow any information contained in their submission(s) to be exhibited and/or published at the discretion of the Enterprise Council on Small Business.

DEADLINE FOR SUBMISSIONS—MARCH 31, 2010

ENTRIES CAN BE SENT VIA E-MAIL, MAIL OR COURIER TO:

JULIE CASSIDY
CORPORATE EXECUTIVE BOARD
152 KING STREET EAST, 2ND FLOOR
TORONTO, ONTARIO
CANADA M5A 1J3

FOR MORE INFORMATION PLEASE CONTACT JULIE AT OR **416-368-8279** EXT. 235
OR BY EMAIL AT **JCASSIDY@EXECUTIVEBOARD.COM**.




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SECTION 3 > SAMPLES

1. Each entry form must have its own complete set of original and unaltered samples of the campaign. Separate samples are required for each entry. We regret that we are unable to return samples.
2. Please label all samples clearly with program name and company name.
3. CDs, CD-ROMs and DVDs should be used for "live" samples like active websites, online advertising, e-mail, etc. For all other samples, please provide an electronic or a printed copy (if electronic not available). Acceptable CD-Rom formats: WMV, MOV, MPG, AVI, PPT, and any other common Windows format. *No MAC proprietary formats accepted. Files must be on Windows readable media.*
4. If you are submitting samples on CD, CD-ROM or DVD, please indicate on the jewel case exactly what is included (to assist the judges who will be reviewing your entry).

CATEGORY (NOTES)	COMPONENTS	ENCLOSED 
BROADCAST Note: Please submit only the video elements of the campaign.	DVD FOR TELEVISION	<input type="radio"/>
	CD FOR RADIO, MUSIC	<input type="radio"/>
	SCRIPT	<input type="radio"/>
DIRECT MAIL Note: For entries in the Direct Response Direct Mail category, please submit only the direct mail elements of the campaign (no other elements will be judged)	DIRECT MAIL PACKAGE (exactly as it would have been received)	<input type="radio"/>
STATEMENTS	STATEMENTS (exactly as it would have been received)	<input type="radio"/>
DIGITAL	ACTIVE WEBSITES (please include URL address and any required passwords)	<input type="radio"/>
	INACTIVE WEBSITES (the site must be copied or posted in a separate area. Please include the navigation design for the site or the part of the site being reviewed along with required passwords)	<input type="radio"/>
	ACTIVE E-MAIL (please include URL address and any required passwords or copy on CD-ROM., e.g. social media)	<input type="radio"/>
	INACTIVE/STATIC E-MAIL (please provide printed copy)	<input type="radio"/>
	ACTIVE ONLINE ADVERTISING (please provide printed copy)	<input type="radio"/>
	MOBILE (please provide printed copy)	<input type="radio"/>
	CD-ROM (submit actual sample)	<input type="radio"/>
PRINT MEDIA	ACTUAL TEAR SHEETS from magazines and newspaper if possible (photocopies are allowed)	<input type="radio"/>
PUBLIC RELATIONS	PRESS COVERAGE (photocopies allowed)	<input type="radio"/>
TELEPHONE	RECORDING OF ROLE PLAYING OR LIVE CONVERSATIONS	<input type="radio"/>
	TELEMARKETING SCRIPT	<input type="radio"/>
	TELEMARKETING CALL GUIDE	<input type="radio"/>
	TELEMARKETING TRAINING MANUAL	<input type="radio"/>
OTHER please specify		<input type="radio"/>