

**GLASTAR AND PRISM AWARD APPLICATION FORM**

Category – P07

**Best Individual Marketing Person**

*This individual demonstrates creativity, strategic thinking, and an understanding of market dynamics, utilizing innovative marketing strategies to attract and retain tenants.*

**PLEASE COMPLETE ALL FIELDS ON THIS FORM**

This form is being submitted for:

[ ]  Prism and GLAStar Awards (Prism is only open to DMAA members) – $75 per entry

[ ]  GLAStar Awards Only (Open to all members) - $40 per entry

Please complete for the person **making** this nomination

**Name**       **Title**

**Email**

Please complete for the **person being nominated**

**Name of the person being nominated**

**Name of community or management company**

**Address of company (street, city and zip code)**       **Phone**

**Facebook Page**       **LinkedIn**

**Instagram**       **Twitter**

**Nomination and submission Instructions**

**The GLAStar entry deadline is 8:00 p.m. on August 2, 2024. The Prism entry deadline (DMAA members only) is also 8:00 p.m. on August 2, 2024.** Ensure that all entry information is based on information from August 5, 2023, to the deadline date. All information on the entry may be verified. All Prism entries will automatically be entered in GLAStar.

**Step 1: Register and pay for your entry. The easiest way to register and pay for your entry is online.**

**For GLAStar Only Entry ($40), go to** [**https://tinyurl.com/GLAStarEntry202**](https://tinyurl.com/GLAStarEntry2022)**4**

**For PRISM/GLAStar Entry ($75 - only open to DMAA members), go to**
**https://tinyurl.com/PrismEntry2024**

If you don’t have access to a credit card to make payment, you can request to be invoiced when registering for your entries. However, payment must be made prior to the entry deadline.

**Step 2: Gather the information.** You’ll need to answer the questions on the application form. Many of them require references. If you don’t have time to complete the entry form right away, consider asking for the references now so they’ll be ready when you are. You can also assign someone to take pictures or answer some of the questions.

**Step 3: Prepare the Entry. You have a choice of how to submit your entry.**

1. EITHER…Complete the top of this Application form and answer each of the nomination questions on this fillable document in 200 words or less (This is the same as the previous years.) Please note that your application form with attachments can NOT exceed the application form plus five (5) additional 8 ½ x 11 pages (Ten (10) additional pages for the STAR categories). If you complete the application form this way, you can include a YouTube video link. The video for the paper entry cannot exceed two minutes.
2. **OR**…Complete the top of this Application form and submit a video (five minutes or less) answering the application questions. Yes, starting in 2019 the entire entry can be submitted using a video. However, the applicant/nominee information must be completed on this form. If references are required, you can submit your references either by video or paper.

**Step 4: Complete the checklist.** Ensure that your entry is complete by completing the checklist at the end of the entry for either paper or video depending on how you’re submitting.

**Step 5: Submit your Entry.** Submit your paper or video entry along with any attachments to tracy@pmamhq.com along with a jpeg photo to be used in the slide show at the awards gala. In the subject line of the email include whether you’re entering GLAStar only or Prism/GLAStar (only DMAA members can enter as Prism/GLAStar) along with the Category Code, Category Name, and Nominee Name. (Example: Prism- IND1  Assistant Manager of the Year  First Name Last Name). **Please note that each email is limited in total size to 24MB. If any of your emails are over the size limit, they may not be received by the committee and will not be judged.**

**Questions: Please email tracy@pmamhq.com or call PMAM offices 517-721-1293**

**Marketing Person of the Year**

**Entry Questionnaire**

1. How has the nominee successfully differentiated their properties from competitors through marketing initiatives?

1. Can you provide examples of how the nominee has effectively utilized social media platforms to promote their properties?

1. Can you highlight any instances where the nominee's marketing efforts resulted in increased occupancy rates or higher tenant satisfaction levels?

1. Describe a situation where the nominee demonstrated adaptability and innovation in response to shifts in market trends or changes in consumer behavior.

**Completion Checklist For Paper Submitters Only**

**All of the following are to be included in ONE pdf (if you have no way to create a pdf, you can send the information as separate documents and we will create the pdf here) and e-mailed to** **tracy@pmamhq.com**

 **(Double click box to place a check mark)**

**IF THIS NOMINEE WERE TO WIN THIS AWARD, WHAT SONG WOULD YOU WANT PLAYED AT THE AWARDS? (This is an optional question. If more than one person has selected the same song or the committee deems the song is inappropriate, it may not be played.)**

**[ ]**  This completed Application form

**Plus five additional pages to include:**

[ ]  Minimum of one reference letter

[ ]  Examples of marketing collateral

**[ ]** Additional supporting documents as deemed appropriate (see instructions and limitations above)

**Separate Attachment**

**[ ]**  Photograph (jpeg) of the Nominee - (will be used in the Award slides)

[ ]  **I certify the information for this entry to be true and correct**

**Completion Checklist For Video Submitters Only**

**All of the following are to be included in the video or as an attachment and e-mailed to** **tracy@pmamhq.com**

**(Double click box to place a check mark)**

 [ ]  This form with the top section completed (you can only submit page one if it’s easier)

**Plus, a video that includes the answers to the questions on this form and shows images of the items below. These can also be submitted as attachments. (A video of the unit would satisfy the picture requirement.) Testimonials can be video or paper.**

**IF THIS NOMINEE WERE TO WIN THIS AWARD, WHAT SONG WOULD YOU WANT PLAYED AT THE AWARDS? (This is an optional question. If more than one person has selected the same song or the committee deems the song is inappropriate, it may not be played.)**

[ ]  Minimum of one reference letter

[ ]  Examples of marketing collateral

**[ ]** Additional supporting documents as deemed appropriate (see instructions and limitations above)

**Separate Attachment**

**[ ]**  Photograph (jpeg) of the Nominee - (will be used in the Award slides)

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