



**NORTHERN ONTARIO**  
INDUSTRY LEADER  
**AWARDS**



[destinationnorthernontario.ca](http://destinationnorthernontario.ca)





# AWARD CATEGORIES

## **INDUSTRY LEADER** MARKETING & COMMUNICATIONS

This award recognizes an organization or individual who contributes to Ontario's tourism industry through impacting partnerships, marketing activities, communications and media relations.

## **INDUSTRY LEADER** TOURISM INNOVATOR OF THE YEAR

This award recognizes an organization or individual that created a new innovative product, policy or service to promote and enhance tourism in their local community, region or the province of Ontario.

## **INDUSTRY LEADER** INVESTMENT ATTRACTION

This award is presented to a business, organization or individual who has demonstrated exceptional research, tactics and partnerships to help in the effort to attract tourism businesses to the region through significant infrastructure and economic development opportunities.

## **INDUSTRY LEADER** PRODUCT DEVELOPMENT

This award recognizes an organization, individual or business that has implemented an innovative new product or enhancement to a product that has contributed to the success of the business, and has positively impacted the tourism industry in Ontario.

## **INDUSTRY LEADER** WORKFORCE DEVELOPMENT & INDUSTRY TRAINING

This award recognizes an organization, individual or business that has demonstrated a clear commitment to the development of their workforce. The awards underscore the role training and development plays in driving Ontario's economic growth and prosperity.

## **INDUSTRY LEADER** COVID-19 RESPONSE & RECOVERY

This award recognizes a business, organization or individual that has moved through the crisis demonstrating leadership, found ways to adapt, and thoughtfully implemented creative strategies to limit these impacts and set the stage for a vibrant recovery.







# NOMINATIONS PACKAGE

Nominations are open to any Ontario-based organization, group or their membership base. Self Nomination is permitted. There is no cost to apply for the 2020 Destination Northern Ontario Industry Leader Awards. Finalists will be notified by **(insert date)**.

**Name of nominated Organization, Business.** Please note, all promotions, trophies and press releases will use this name. Please ensure spelling is correct.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Name of person submitting entry/primary contact.**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## SUBMISSION DETAILS

### **Entrant statement**

A 200-word statement about the entrant and career highlights. This may be used in Destination Northern Ontario marketing material.

### **Why Entrant should win statement**

A 200-word statement about why the entrant should win this award. This may be used in Destination Northern Ontario marketing material.



# NOMINATION FORM

## Which Industry Leader Award are you nominating for?

Marketing & Communications

Product Development

Tourism Innovator of the Year

Workforce Development & Industry Training

Investment Attraction

COVID-19 Response & Recovery

## Award Criteria

For each award category, please explain up to **250 words** each, the follow areas of interest of the entrant.

### 01 Achievements, Accolades & Professional Development.

What achievements has the entrant developed to date in the field?

### 02 Impact on Industry.

How has this individual impacted the tourism industry in their respective award category?

03

**Progression in the field. Has the entrant exceeded expectations?**

How have the entrant gone above and beyond the call of duty in their respective award category?

A large, empty rectangular box with a thin grey border, intended for the respondent to provide their answer to the question above.

04

**Leadership.**

How has the entrant displayed signs of leadership in their respective award category?

A large, empty rectangular box with a thin grey border, intended for the respondent to provide their answer to the question above.

**05 Strategy & Innovation.**

How has the entrant shown innovation or developed a clear path to success in their respective awards category?

**Reference Checks**

Provide two references, including contact name, email and phone number for each.

**Reference #1:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

  

**Reference #2:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



**SUBMIT YOUR APPLICATION**

If you have any further documents to support your application, please email them along with your application to: [communications@destinationnorthernontario.ca](mailto:communications@destinationnorthernontario.ca).



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