

HALL OF FAME AWARDS 2017 - ENTRY FORM

PEOPLE AWARDS CATEGORY

Strategic Planner of the Year

Name: Please enter here

This award looks to celebrate the Strategic Leader who has consistently helped shaped ideas and creative direction through valuable insights and strategic planning.

Candidates will be judged based on a written entry form, and a 15-minute interview on the 3rd November 2017. The entry form should cover the following 2 aspects:

1. Strategic Thinking & Innovation

The new ideas the candidate brought to the table. Demonstrate how he/she has consistently helped shape ideas and creative direction through illuminating insights and strategic planning, through a minimum of three (3) and a maximum of five (5) campaigns executed over the past year. Campaigns must have clear, quantifiable results from credible sources in relation to their intended objective(s).*

Please enter here

2. Relationship and Attitude

How did the candidate inspire others and make a notable difference for them? Provide evidence of good workplace attitudes and the ability to work collaboratively, through a minimum of two (2) and a maximum of four (4) testimonials with clear examples. These must include at least one testimonial by someone in a managerial position from the agency.

*15-minute panel interview: Shortlisted candidates will be required to attend a 15-minute panel interview **on the 3rd November 2017**, which will be scored and used to help the judges to arrive at an overall assessment.*

Please enter here

**Must have been implemented in Singapore between January 2016 and August 2017.*