



WITovation Awards 2011: Call For Nominations

If you are interested in entering for the inaugural WITovation Awards, please fill in this form and email it to us at admin@webintravel.com or submit a 3-minute video.

WITovation Awards 2011 Nomination

Category:



Social Groover



Mobile Mover



The Specialista



Customer Lover

Criteria:

1. Medium/Media

State in 300 words how this was a great use of the medium (or media) in the chosen category – for example, in mobile, it is the use of a mobile device. If Twitter, then best use of the micro-blogging site.

2. Message

In 300 words or less, what was the message, why did you choose this message and how was it delivered and executed?

3. Creativity

Tell us how you came up with the idea, and the creativity that went into the execution and delivery. (300 words or less)

4. Connection

It's not about being cool for cool's sake but how well did the message connect with the intended audience? What results/metrics were produced from the particular campaign, message or strategy? (300 words or less)

5. The X Factor

Finally, in less than 100 words, why you deserve to win this award.

Thank you for your nomination. The judge's decision is final. Winners will be given a presentation slot at the WIT Conference in Singapore, Oct 17-19.

Deadline for Nominations: August 31, 2011