

OFFICIAL NOMINATION FORM
2009 Agora Awards

The PMA is now accepting nominations to the **Year 2009 Agora Awards** for Marketing Excellence.

Fill in your Nominations on any of the seven categories and submit to the PMA Secretariat, Unit 1006-A, 10th Floor, West Tower, PSE Center, Exchange Road, Ortigas Center, Pasig City. Tels: 638-7700; 634-4890; 634-5722 c/o Ms. Marj Quicho or fax at 638-7700/636-1451. Deadline for nomination form is July 31, 2009.

Award Categories

Nominee:
Company or Individual
Address/Phone Number

MARKETING COMPANY OF THE YEAR

- Open to companies or corporations
- With at least three years of innovative Marketing operations.

OUTSTANDING ACHIEVEMENT IN ENTREPRENEURSHIP

- Must be the owner / partner of the business
- Exemplary performance to attain growth in sales, market share and profitability.

OUTSTANDING ACHIEVEMENT IN MARKETING MANAGEMENT

- Chief Marketing Officer / Executive
- Exemplary performance to attain growth in sales, market share and profitability.

OUTSTANDING ACHIEVEMENT IN EXPORT MARKETING

- 100% Filipino company
- Direct Exporter, of Filipino products and services
- Exemplary performance in the contribution of foreign currency and export volume to the country.
- Exemplary performance in terms of optimizing resources to Attain consistency in sales growth, market share and profitability
- Contributed to the development of marketing as a discipline
- Catalyst, pioneer or prime mover within the industry the company belongs

OUTSTANDING ACHIEVEMENT IN MARKETING EDUCATION

- Faculty member teaching Marketing
- Outstanding Achievement in Marketing Education

AGORA AWARDS FOR OVERSEAS MARKETING EXCELLENCE

- Filipino marketing executive currently posted Globally for at least three (3) years
- Chief Marketing Officer/Executive
- Exemplary performance to attain growth in sales, Market share and profitability.

OUTSTANDING ACHIEVEMENT IN ADVOCACY MARKETING

- Filipino owned corporation/foundations in existence for at least 5 years.
- Must have an institutionalized Advocacy Marketing program for the last three years, with regular beneficiaries
- Advocacy Programs must be in sync or aligned with marketing goals and strategies of the company, campaigns must have made use of the necessary marketing and promotional tools.
- Must be able to establish proven statistics or research on Advocacy Program Success

Name of Nominator: _____
Company/Address: _____
Telephone Number: _____ Fax: _____