

SCEPTRE AWARDS™

BEST PRACTICE
BEST PEOPLE

June 21st 2011 The Dorchester, London W1

ENTRY FORM

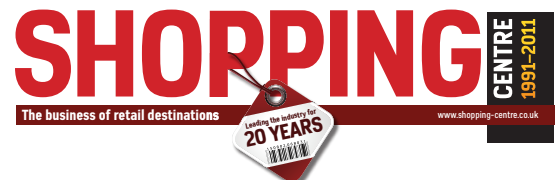
Shopping Centre Marketing Manager of the Year 2011



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Shopping Centre Marketing Manager of the Year 2011

PLEASE TYPE OR WRITE CLEARLY IN BLOCK CAPITALS

NAME:

JOB TITLE:

CENTRE:

CENTRE ADDRESS:

.....

.....

PHONE NUMBER:

EMAIL ADDRESS:

If shortlisted, whom should we contact regarding table bookings?

NAME:

PHONE NUMBER:

The **SCEPTRE Shopping Centre Marketing Manager of the Year** recognises exceptional achievement in shopping centre marketing. It is open to on-site centre marketing managers, marketing consultants and marketing managers at managing agents or shopping centre landlords.

In no more than 300 words, please state on a separate sheet of paper why you believe you should receive the **SCEPTRE Shopping Centre Marketing Manager of the Year award**. The more information the better, but please do not exceed the word limit. The judges will make their decision using the following criteria, so please use these as a guideline in making your submission.

JUDGING CRITERIA

1. Contribution to marketing initiatives to the performance and success of the centre. How had the entrant contributed to, for example, increases in footfall, dwell time and customer spend? Please provide examples or marketing initiatives, together with their evaluations.
2. Value for money received from the entrant's marketing initiatives bearing in mind the centre's marketing budget. Has the entrant spent the budget wisely and cost-effectively? Can you give an indication of the budget and the size of the centre?
3. Contribution of the entrant to the public perception of the centre. Has the entrant's work been recognised in the media in the local community or by local or national bodies? Can you quantify the media coverage of marketing initiatives?
4. Innovation: has the entrant shown innovative thinking in formulating and executing marketing initiatives? Please give examples, together with some evaluation of the activity.

Please return both this entry form and supporting 300 word statement to the address below by no later than 15th April 2011:

**SCEPTRE Awards™ 2011
Shopping Centre
2nd Floor, Centa House, 61 Birkenhead Street,
London, WC1H 8BB.**

AWARDS HOTLINE: 020 7843 4317
tim.langford@jldmedia.com
www.sceptre-awards.co.uk

JLD Media Ltd will use this data for the purpose of administering the SCEPTRE Awards™ and may also use it to send you information about Shopping Centre products and services.

TERMS AND CONDITIONS

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| <ol style="list-style-type: none"> 1. The Organiser of the Awards is Shopping Centre, JLD Media Ltd, Goat Mill Road, Dowlais, Merthyr Tydfil CF48 3ES. 2. By entering the Awards the Entrant will be deemed to have read and understood these rules and to be bound by them. These rules include any instructions set out with the Awards details. 3. There is no restriction on the number of entries or on the number of categories for which entries may be submitted. Each entry needs to be on a separate form. 4. All entries must be sent by prepaid post to arrive no later than 15th April 2011. Proof that entries have been posted will | <ol style="list-style-type: none"> 5. not be deemed to be proof of delivery. Entries will only be accepted if they are submitted on the Entry Form, completed in full and in ink and accompanied by any supporting documents. 6. Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed. 7. Entries will become the property of the Organiser and will not be returned. 8. Responsibility cannot be accepted for lost, late or mislaid entry and any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these terms and conditions |
|--|---|
9. The shortlist for the Awards will be announced in May. Short-listed Entrants will be notified by email as soon as practicable following the announcement.
 10. Winners will be announced during the awards dinner on 21st June 2011 at The Dorchester, London W1. The winner's names will be published in the June 2011 edition of Shopping Centre and online at www.shopping-centre.co.uk on June 22nd 2011
 11. The Organiser reserves the right to change the categories and the judging panel without prior notice to entrants.
 12. The judges may decline to make some or all of the awards in any category if in their opinion there are insufficient entries of a winning standard.
 13. The Organiser's decision on all matters affecting this competition is final and legally binding.
 14. No correspondence will be entered into.
 15. Winners may be required to take part in some post-event publicity and consent to their name and photograph being used for such purposes.
 16. Winners may publicise they are a category winner or short-listed in "Shopping Centre SCEPTRE Awards™ 2011" provided that the category is specified.