**Guide for Entering the SPOKEies®**

**NOTE: You are required to complete the online form at** [**www.dssimon.com/entry-form**](http://www.dssimon.com/entry-form)**. Please use this print out only to prepare your answers.**

**Here’s how to enter:**

1. **Identify the spokespeople at your organization or your client’s organization who you want to nominate.**
2. **Select the categories to enter. The full list is below**

**Corporate**

* Financial Services
* Health/Pharma
* Technology
* Travel
* Food & Beverage
* Emerging Growth Companies/Start-Ups
* Sports
* Media
* Improvement
* Fashion& Beauty
* Entertainment
* Professional Services
* Crisis Management
* Blockchain & Cryptocurrency
* Fintech
* C-Suite Leader
* Most Authentic
* Under 40

 **Non-Profit/Association**

* Health
* Art
* Education
* Youth
* Advocacy/Cause Marketing
* Industry/Trade Association
* Membership Association
* Environment
* C-Suite Leader
* Most Authentic
* Under 40

**Multicultural Campaigns**

* Financial Services
* Travel
* Health
* Technology
* Food & Beverage
* Fashion & Beauty

**Global Campaign**

* Financial Services
* Fintech
* Health/Pharma
* Technology
* Consumer Products & Services
* Blockchain & Cryptocurrency

To be eligible for the Global Campaign category, the campaign must include outreach from outside the United States

1. **Fill out this form. It will allow you to share your answers with others at your organization, get necessary approval and organize materials for entry. Once you have all the information together below, you can simply cut and paste it into the online form to enter. This process will allow you to easily organize and review the application before submitting.**

**SPOKEies® Entry Form Worksheet, page 1**

**Category and Sub-Category:**

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| --- |
|  |

**Person Nominated:**

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**Describe the nominee’s work as a spokesperson:**

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**What were the goals of this effort?**

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**What content was created, if any, as part of this work?**

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**Describe the creative elements of the campaign:**

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**Describe the quality of the audience reach and engagement:**

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**How did this spokesperson’s work achieve organizational goals?**

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**Anything else we should consider? (e.g. obstacles overcome):**

|  |
| --- |
|  |

**Links or files to upload:**

|  |
| --- |
|  |

**For questions or comments, please email us at** **SPOKEies@dssimon.com**

**Good luck!**