



Recognize your organization's best people, products, places, and promotions.



2021 ARDA AWARDS **Nomination Guide**

Submit entries now! Deadline Friday, March 12, 2021.



WINNERS ANNOUNCED AT THE 2021 ARDA AWARDS GALA JUNE 9, 2021

TIMESHARE TOGETHER • ARDA SPRING CONFERENCE 2021 • JUNE 6-10, 2021
THE JW MARRIOTT ORLANDO AT GRANDE LAKES • ORLANDO, FL

www.arda.org

**Thank you to the
ARDA Awards Committee!**

By devoting their time and effort, they ensure that ARDA provides recognition to the outstanding achievers in our industry.

**2020–2021
Awards Committee**

Yvette Batalla
Interval International

Bob Carl
Disney Vacation Club

Brad Dauplaise
*Marriott Vacations
Worldwide Corp.*

Eva Esteban
Diamond Resorts

Lauren George
Hilton Grand Vacations

Melanie Gring
Global Connections, Inc.

Joelle Hervis
Bluegreen Corporation

Amy Lipka
RCI

Erin Palmer
Wyndham Destinations

Zach Sonberg
*Marriott Vacations
Worldwide Corp.*

Robert Stolt
RCI

Stacey Sutherland
arrivia

It is the mission of the **ARDA Awards Committee** to provide a program for the fair and equal evaluation of achievement levels within our industry and to provide recognition for those who have achieved excellence. The ARDA Awards Committee does not participate in judging any of the nominations.



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Nomination Guide**

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It is the mission of the **American Resort Development Association (ARDA)** to foster and promote the growth of the vacation ownership industry and to serve its members through education, public relations and communications, legislative advocacy, membership development and ethics enforcement.

General Information

Awards Commitment

The ARDA Awards Program is committed to recognizing the best nominees submitted in categories that include overall professional excellence, outstanding sales and marketing accomplishments, product design, advertising and promotion. The category divisions for the 2021 ARDA Awards program are: **Marketing & Sales, Management & Administration, Advertising, Promotion & Communications and Resort Design.**

The **ARDA Circle of Excellence (ACE)** division honors those who have attained the highest level of excellence in the resort industry.

Awards Gala

This year's Awards Gala, where all winners will be announced will be held on **Wednesday, June 9 at the JW Marriott at Grand Lakes in Orlando, FL.** The Gala will also be broadcast in a virtual format. Tickets to the Awards Gala can be purchased at www.arda.org when registering for ARDA Spring Conference 2021. Details on registration for the virtual event will be available in April.

Eligibility & Things to Note

The ARDA Awards Program is open to all ARDA members. Members must be current in all financial accounts with ARDA at the time entries are submitted.

All nominees in the Marketing & Sales and Management & Administration Divisions must have worked for the ARDA member company for the entire 2020 calendar year. Entries in the Advertising, Promotion & Communications Division are limited to materials first used or results first achieved in the 2020 calendar year. Nominations in the Resort Design Division need only be a completed vacation ownership project (year of completion is not a factor in eligibility).

Award winners are not eligible to win in the same category again for at least one year after the date of winning. If a person won an award in 2020, they may not be nominated for the same category again in 2021. Finalists may be nominated again in the same category.

Recognition

- A list of all finalists will be posted to the ARDA website in early March.
- No finalists are selected in the ACE Categories. The winner in all ACE categories is announced at the Awards Gala.
- All Finalists will receive one medallion (per finalist or team). All medallions will be distributed onsite at the ARDA Spring Conference 2021.
- All finalists are invited to attend the Finalist Reception held prior to the Awards Gala on Wednesday, June 9, 2021 at the JW Marriott Orlando at Grand Lakes.
- All finalists wishing to attend the Awards Gala Dinner must purchase a ticket. Tickets may be purchased in conjunction with your ARDA Spring Conference 2021 registration.
- At the Awards Gala on Wednesday, June 9, 2021, one finalist will be selected as a winner for each category. Winners (including team winners) will receive one trophy. Additional trophies may be purchased after ARDA Spring Conference 2021 at www.arda.org/awards.

Nominee Entry Information

General Nomination Guidelines

Below are general nomination guidelines that apply to all categories. Please reference a category for its specific nomination guidelines.

- All entries must be received by close of business on Friday, March 12, 2021. No exceptions or extensions will be provided.
- Entry fees are non-refundable.
- Entries received without the proper fees will be disqualified.
- Entries become the property of ARDA. ARDA reserves all publishing rights to materials submitted.
- Submitted entries/collateral will not be returned.
- If you have questions, please contact Catherine Lacey at clacey@arda.org.



Entry Deadline & Fee

Friday, March 12, 2021 **\$175 each**

Judging Information

- ARDA conducts blind judging in the Management & Administration division. Judges for these divisions are selected from within the resort industry. Judges do not participate in judging categories in which their companies have nominees.
- Judges for the Marketing & Sales, Advertising, Promotion & Communications, and the Resort Design divisions are selected from outside the industry and represent a variety of fields in relation to the divisions. All judges for these categories are given background information on the resort development industry. Judges for the Marketing & Sales division are educated about the nuances and specialized marketing and sales functions of the resort development industry.
- ARDA Circle of Excellence (ACE) categories are judged by a panel of business leaders from outside the industry.
- ARDA reserves the right to verify any and all information submitted with an entry. If information cannot be verified, the nomination may be disqualified. Information found to be falsified will be referred to the ARDA Ethics Committee for review.
- All data and information submitted will be held in confidence.
- The judges reserve the right to withhold awarding finalist status and/or ARDYs in any category where the quality of work does not warrant such recognition.
- ARDA reserves the right to split categories where appropriate, or move entries from one category to another if an entry has been submitted incorrectly.
- ARDA reserves the right to cancel a category should there be fewer than five submissions. No refunds will be given in this situation.
- All decisions of the judges are final.

ARDA Circle of Excellence (ACE)

Companies may not nominate a project, person or team who previously won an ACE award; however, nominations that have not won may be resubmitted for consideration again. Nominations can be resubmitted for the same category—provided the person/company has never won that award before.

Judges for the ACE awards are not employed within the resort development industry. Multiple awards (or no awards) may be given in any ACE category, at the sole discretion of the judges.

There are no finalists for the ACE awards, only a winner for each category. The winner will be announced at the Awards Gala. By nominating an individual or company for an ACE award, the nominator assumes responsibility for the presence of the ACE nominee at the Awards Gala.



The ARDA Circle of Excellence (ACE) Award is open to all ARDA members — regardless of an individual's position or the nature of their organization's mission. The ACE division represents the highest level of excellence within the resort industry.

Specific nomination submission instructions for ACE categories:

- All entries should be submitted electronically to aceawards@arda.org.
- The subject line of your email must include the category number for your nomination. (i.e., Category 7)
- The body of your email must include the category number, name of person or product that is being nominated and company name. (i.e., Category 7, John Smith, XYZ Resort)
- Send only one nomination per email.
- All entries will receive confirmation by email. If you do not receive confirmation of receipt within 5 business days of submission, email clacey@arda.org.
- All nominations must include the following:
 - *Nomination Entry Form* (one for every nomination)
 - *Payment*
 - *Narrative*: double spaced, minimum 12-point type, 1" margins, no graphics, and no more than 8 pages. The top right corner of each page of the narrative must include the category name, category number, and nominee's name.
 - A minimum of 1 photo is required for all categories in this division, however, most categories require additional photos and other collateral pieces. Please pay close attention to guidelines within each description. Nominations received without the appropriate collateral will not be accepted.

Please Note: ACE nominations that do not include the required number of photos or collateral materials in the specified formats will not be accepted.

1 ACE Philanthropy and Community Service Award

This award recognizes an outstanding community contribution by an ARDA member company during the 2020 calendar year. This nomination may be for a one-time event or for an ongoing philanthropic effort. This nomination can include efforts during the pandemic to serve employees, communities or other groups. Narrative should include a description of the program or event including its purpose and goals and the reason for the company's involvement. Describe the nature and extent of the company's involvement and level of participation. In addition, discuss how the contribution impacted the community or group. Include a minimum of two letters of recommendation, ideally from the charity or organization that your nomination describes or from individuals or groups that benefited from your project. Please send a minimum of six electronic images (photos or other collateral materials that represent the event). Images must be in jpg format at a minimum resolution of 300 dpi.

2 ACE Innovator Award

This award recognizes a company or individual that has developed a ground-breaking product, service or concept. This innovation must have been successfully implemented within the last two years. Narrative should discuss the nature of the innovation, the need for such an innovation and the impact of the innovation on the company operations, staff, customers/owners and the industry. Include a minimum of two letters of recommendations from professional colleagues. Please send a minimum of four images that illustrate the innovation. Images must be in .jpg format at a minimum resolution of 300 dpi.

3 ACE Employee of the Year Award

This award recognizes an outstanding employee who has demonstrated commitment and loyalty to his/her organization, has a history of superior performance and contributions and has set a positive example for his/her co-workers. Narrative should discuss what makes the individual's achievements outstanding and worthy of an ACE award. Please include specific achievements and examples of how the obstacles were overcome to achieve success, along with actions that resulted in savings or increased revenues. Discuss the individual's professional characteristics-including his/her leadership, creativity, honesty, positive attitude and willingness to go the extra mile. Please include a minimum of two letters of recommendation. Please send one photograph of nominee. Image should be in .jpg format at a minimum resolution of 300 dpi.

More ARDA Circle of Excellence "ACE" Categories >

4 ACE Project of Excellence Award

This award recognizes a timeshare or mixed-use resort which is considered the best of the best.

Narrative should discuss the following items:

- Design
- Sustainability
- Impact on local community
- Sales and marketing of the project
- Day-to-day operations

Please include the following digital items. Note: all images should be .jpg format at a minimum of 300 dpi.

- Site plan
- Floorplans of units and common areas/amenities
- A minimum of ten and a maximum of twenty PowerPoint slides with plain color background, showing interior and exterior of units, common areas, amenities and landscaping.

5 ACE Emerging Leader Award

This award is given to a professional on the rise within the resort industry in recognition of his or her outstanding accomplishments to date. The nominee should possess noteworthy achievements within a specific area that effectively illustrate his or her past success and future potential. He or she should have a maximum of fifteen years of experience within the vacation ownership industry. This award is meant to highlight those in mid-level supervisory roles. The narrative should showcase specific examples of accomplishments that support the characteristics of leadership, vision, professionalism, integrity and commitment. Include a minimum of two letters of recommendation from professional colleagues. Please send one photograph of nominee. Image should be in .jpg format at a minimum of 300dpi.

6 ACE Excellence in Customer Service Award

This award emphasizes and highlights the commitment a company makes to strive for and deliver the best service to its owners and customers. This award recognizes a team or company who has made exceptional contributions and exceeded expectations in delivering services of superior quality to owners and customers. This year, special focus will be given to company's efforts to serve customers and owners during the pandemic.

Please address each of the following questions in your narrative:

1. Please describe your specific customer service program as it relates to COVID-19 response.
2. What is the mission, philosophy or guiding principal that directs your approach to customer service? What is done at all levels to develop and promote this approach?
3. What performance indicators have been set and used to monitor customer service levels? What training and development programs exist to drive development in customer service at all levels throughout the organization?
4. How does the organization encourage, process and use customer feedback?
5. What authority do employees have to solve customer problems?

You may also include, but are not required to include, supporting evidence of customer satisfaction in the form of letters from customers/owners, statistical analysis or evidence of customer service. Please send a minimum of four images that illustrate the nomination (photos of your customer service team, photos of your owners/guests being served etc.). Images should be in .jpg format at a minimum of 300 dpi.

Marketing & Sales



The 2021 Marketing & Sales Award categories are open to all ARDA members and are most applicable to developers, vendors, and industry partners.

Specific nomination submission instructions for Marketing & Sales categories:

- All entries should be submitted electronically to marketingandsales@arda.org
- The subject line of your email should be the category number of your nomination. (i.e. Category 14).
- The body of your email must include the category number, name of person or product being nominated and company name. (i.e. Category 14, John Smith, Resort Company)
- Send each nomination in a separate email.
- Every nomination will receive email confirmation of receipt. If you do not receive confirmation within 5 business days, please email clacey@arda.org.
- All nominations must include the following:
 - *Nomination Entry Form*
 - *Payment*
 - *Narrative (see guidelines below)*
 - *One photograph of nominee in .jpg format at a minimum resolution of 300 dpi*
 - *Statistical Data Form if applicable*

Please Note: Submitting more than 10 entries in this division? Contact clacey@arda.org for information on how to submit your nominations.

Narrative Guidelines:

All narratives should be double spaced, minimum 12-point type, 1" margins, no graphics and no more than 4 pages in length. The top right corner of each page of the narrative must include the category number, category name, nominee name and company name. All marketing and sales categories are blind-judged. For this reason, please do not use the nominee or company name in the narrative (except in the top right corner of each page). As an example, rather than saying "John Smith has consistently beaten sales goals. He works at Rocky Mountain Resort or Denver, CO", please use language such as "This nominee has consistently beaten sales goals for this project located in the Rocky Mountains".

Note: Statistical Data Form (where applicable) will be judged separately from the narrative and will make up 50% of the final score for each entry.

Unless otherwise indicated in the category description, please answer each of the following questions in the narrative.

1. What makes this nominee's performance and contributions outstanding? Please include specific examples of achievements.
2. Describe nominee's marketing and/or sales philosophy and style.
3. Please specifically address the challenges of the pandemic as it relates to the nominee's performance.
4. Describe how the nominee helped with organizational or team goals.
5. Provide details on nominee's year over year growth.

MARKETING

7 Marketing Management Leader

Individual responsible for the design, direction, implementation and control of marketing programs at a single resort/sales site or multiple projects.

8 Marketing Team

Team involved in marketing and promotional efforts either on or off premise.

9 Marketing Individual

Employee of a marketing team in a non-supervisory position. Please answer only questions 1 and 4. No statistical data form required for this category.

10 Marketing Program

Marketing program designed to attract prospects, generate tours and produce sales. Types of marketing programs can include things such as specific pandemic related programs, alliance programs, call centers, inbound and outbound programs, mini vacations, direct mail, trial/entry/exit programs, owner referrals and resale programs. Please describe the marketing program in detail. Questions 1-5 are not required for this category. No statistical data form is required for this category.

SALES

11 Sales Management Leader

Individual manager responsible for the sales function at a single resort site or multiple project sales sites.

12 Salesperson: In-House

Individual salesperson in a non-supervisory position exclusively dedicated to in-house sales to owners, exchangers and other guests who are in residence at the resort.

13 Salesperson: Traditional Line

Individual salesperson in a non-supervisory position who is employed on a daily line rotation touring all types of tours. Individual may be employed at an on-site or off-site sales facility.

14 Salesperson: Specialty Sales

Individual salesperson in a non-supervisory position who is employed in specialty sales which may include telesales, webinars, podiums, etc.

15 Sales Team

A sales team within the overall sales department. For example, the team may service a particular sales territory, customer segment or single client. This category is limited to sales teams only, no marketing or administrative personnel may be included.

16 Sales Verification Loan Officer/Quality Assurance Officer

Individual directly involved with completing the closing paperwork for the transaction of a timeshare sale. Please answer questions 1 and 4 only. (no statistical data form required)

17 Sales Trainer/Training Team

Individual or team involved with recruiting, hiring and training new and/or existing sales representatives. Please answer questions 1, 2, 3 & 4. (no statistical data form required)

Management & Administration

CORPORATE OFFICE (CATEGORIES 18-32)

RESORT OPERATIONS (CATEGORIES 33-41)



The 2021 Management & Administration Award categories are open to all ARDA members' personnel.

Nomination submission instructions for Management & Administration: Corporate Office categories:

- All entries should be submitted electronically to managementandadmin@arda.org
- The subject line of your email should be the category number of your nomination. (i.e. Category 27).
- The body of your email must include the category number, name of person or product being nominated and company name. (i.e. Category 27, John Smith, Resort Company)
- Send each nomination in a separate email.
- All entries will receive confirmation by email. If you do not receive confirmation within 5 business days, please email clacey@arda.org.
- All nominations must include the following:
 - *Nomination Entry Form*
 - *Payment*
 - *Narrative (see guidelines below)*
 - *One photograph of nominee in .jpg format at a minimum resolution of 300 dpi*

Please Note: Submitting more than 10 entries in this division? Contact clacey@arda.org for information on how to submit your nominations.

Narrative Guidelines:

All narratives should be double spaced, minimum 12-point type, 1" margins, no graphics and no more than 4 pages in length. The top right corner of each page of the narrative must include the category number, category name, nominee name and company name. All marketing and sales categories are blind-judged. For this reason, please do not use the nominee or company name in the narrative (except in the top right corner of each page). As an example, rather than saying "John Smith is the best maintenance team member. He works at Rocky Mountain Resort or Denver, CO", please use language such as "This nominee is the best maintenance team member. He works for a resort located in the Rocky Mountains".

Unless otherwise indicated in the category description, please answer each of the following questions in the narrative.

Each category description will specify which of the following questions or statements should be answered for each nomination.

1. What makes this nominee's performance and contributions outstanding and deserving of an ARDA award?
2. How does the nominee train, evaluate, recognize and reward employees to keep them motivated and positive?
3. Describe a program, procedure or policy the nominee has implemented to increase owner and guest relations satisfaction.
4. Describe the nominee's maintenance program and new procedures that were implemented to account for pandemic response.
5. Describe how the nominee handles the staffing challenges in housekeeping on high volume days. Describe new procedures that were implemented by the nominee to account for enhanced cleaning and sanitation procedures due to the pandemic.
6. Give examples where the nominee's actions made a positive difference in an owner's or guest's vacation experience.

[More Narrative Guidelines >](#)

Narrative Guidelines—continued:

7. Describe any new ideas and methods introduced by the nominee. Please include specific results.
8. Describe how the nominee has contributed to the goals, objectives and mission of the organization.
9. What programs and procedures have the nominee implemented to meet the challenge of owner or employee education and communications?
10. Describe how exceptional situations or challenges were handled in the workplace. Please include specific examples.
11. Describe the activities team in detail by answering such questions as: What are their daily duties? How is the program communicated to owners/guests? How does the team ensure owner/guest satisfaction? Please share details about how this team has helped the resort build positive vacation experiences?

CORPORATE OFFICE

18 Business Administration or Operations Team Member or Team

A manager, individual team member or team employed in an administrative or operations department such as finance, accounting or HOA. Please answer questions 1, 7 & 8.

19 Legal and Regulatory Manager, Team Member or Team

A manager, individual or team employed in a non-supervisory role in a legal or regulatory department such as legal, regulatory, processing, contract administration or title processing. Please answer questions 1, 7 & 8.

20 Owner/Customer Relations Team Member or Team

An individual in a non-managerial position or administrative role, or a team at a corporate or resort location who serves owners/customers by providing product or service information, resolving owner/customer issues and/or providing general owner/customer service. Please answer questions 1, 6, 8 & 10.

21 Owner/Customer Relations Manager

A manager at a corporate or resort location who serves owners/customers by providing product or service information, resolving owner/customer issues and/or providing general owner/customer service. Please answer questions 1, 3, 6, 8, 9 & 10.

22 Inventory Revenue Management Program

Program that optimizes inventory in line with the goals of the business. This may include: Inventory forecasting and allocation, owner usage entitlements, developing wholesale partnerships, effectiveness of monetizing inventory of applicable- all of which ensures that inventory is utilized for maximum yield and owner satisfaction. Please describe your inventory revenue management program in your narrative. No additional questions need to be answered for this category.

23 Internal Communications Professional or Team

An individual or team at a corporate or resort location who is responsible for internal communications or public relations. Responsibilities may include general team member communications, internal communications campaigns and employee engagement. In addition to answering questions 1 & 9, please include a maximum of three examples of communications/public relations pieces that have been produced in the 2020 calendar year.

24 External Communications/Public Relations Professional or Team

An individual or team at a corporate or resort location who is responsible for external communications or public relations to customers/owners, potential customers/owners, shareholders and the public. Responsibilities may include such things as crisis communications, annual reports, newsletters, monitoring and managing online reputation. In addition to answering questions 1 & 9, please include a maximum of three examples of communications/public relations pieces that have been produced in the 2020 calendar year.

More Management & Administration: Corporate Office Categories >

CORPORATE OFFICE — CONTINUED**25 Independent Communications/Public Relations Professional**

An independent contractor, not an agency or firm, who works with ARDA members on their communications or public relations needs. In addition to answering questions 1 & 9, please include three examples of communications/public relations pieces that have been produced in the 2020 calendar year and one letter of recommendation from an ARDA member that has utilized nominees' services.

26 Creative Services Professional or Team

An individual or team at a corporate or resort location who is responsible for graphic design and visual communications. Responsibilities may include design and execution of internal and/or external communications pieces such as brochures, branding and logo design, signage, email campaigns, direct mail and sales center materials. In addition to answering questions 1 & 9, please include a maximum of 3 digital images of visual communications/designs that have been produced in the 2020 calendar year.

27 Corporate Social Responsibility Program

A program implemented to improve society in some way. These efforts include but are not limited to fund raising for nonprofits, participating in volunteer grant programs, matching gift programs or implementing environmentally friendly policies in the workplace. Please describe your Corporate Social Responsibility Program. No additional questions need to be answered for this category.

28 Diversity and Inclusion Program

A program implemented to support a diverse environment and create a positive workplace for all employees. Please describe your Diversity and Inclusion Program. No additional questions need to be answered for this category.

29 Human Resources Professional or Team

An individual or team employed in a human resources position at any level at a corporate or resort location. Responsibilities may include such things as creation and implementation of specific pandemic related employee processes and procedures, compensation, payroll, benefits and employee relations. Please answer questions 1, 2 & 8.

30 Human Resources Recruiting Professional or Team

An individual or team in a corporate or resort location who is responsible for determining new applicant requirements and qualifications and is responsible for all areas of recruitment of new team members. This category is applicable for recruitment in all departments including but not limited to sales and marketing, resort operations and corporate staff. In addition to answering questions 1 & 8, please also describe specific recruitment strategies.

31 Training and Development Professional or Team

Team or Manager engaged in training and development of employees aimed at bettering the performance of the entire organization or smaller groups of employees. In addition to answering questions 1 and 2, please describe specific training programs and their results.

32 Technology Project Professional or Team

The IT or technology team responsible for a project that has impacted owner services or corporate services in 2020. Some examples may include development of apps or websites, implementation or development of new technology for reservation services, new technology in a resort itself or within the corporate office. Please answer questions 1, 7 and 8.

RESORT OPERATIONS**33 Activities Program Professional or Team**

A manager or team at a resort location who is responsible for the resort's activities program. Please answer question 11.

34 Safety/Security Professional or Team

An individual or team employed in the security department of a resort who exemplifies best practices in security and risk management. Please answer questions 1, 6 & 10. If employee is responsible for enhanced security procedures due to the pandemic, please describe them.

35 Resort General Manager

Individual responsible for all aspects of a resort's operations; in addition to general resort management additional responsibilities may include, hiring and training staff, maintaining product & service standards, owner/guest relations and directing the work of others. Please answer questions 1, 2, 6, 8 & 10.

36 Resort Assistant Manager

Individual who reports directly to the General Manager; and is responsible for helping to complete all day to day operations of a resort. Please answer questions 1, 3, 6, 8 & 10.

37 Resort Department Manager

Individual in a management position within a resort who is responsible for one or more resort departments such as front desk, owner/customer services, activities, food and beverage or retail sales. Please answer questions 1, 3, 6 & 8.

38 Resort Operations Team Member/Team

Individual or team in a non-managerial position who work in a resort, in a department such as front desk, owner/customer services, activities, food and beverage or retail sales. Please answer questions 1, 6 & 8.

39 Maintenance Team Member or Manager

Individual team member or manager responsible for maintenance operations at a vacation ownership resort. Please answer questions 1 and 4.

40 Housekeeping Manager

Individual manager responsible for housekeeping operations at a vacation ownership resort. Please answer questions 1 and 5.

41 Housekeeping Team Member

Individual in a non-managerial position employed within the housekeeping department of a vacation ownership resort. Please answer questions 1 and 5.

Advertising, Promotion & Communications



The 2021 Advertising, Promotion & Communications Division is open to all ARDA members. Entries must be limited to those materials first used or results first achieved in the 2020 calendar year.

Nomination submission instructions for Advertising, Promotion & Communications categories:

- All entries will be submitted electronically. All entries will receive confirmation of by email. If you haven't received confirmation within 5 business days please contact clacey@arda.org.
- Using Dropbox, Hightail or another filesharing service, please email your nomination to clacey@arda.org. Do not email nominations directly to clacey@arda.org without using a filesharing service.
- The body of each nomination email should include the category number of your nomination, the name of the product being nominated and your company name.
- Multiple nominations may be sent at the same time, but please make sure that each nomination is clearly identified.
- Each nomination must include the following items:
 - *Nomination Entry Form*
 - *Executive Summary & bullet pointed information*
 - *A maximum of 8 collateral materials that illustrate the nomination. Please see individual categories for more information on collateral pieces of applicable.*
 - *One digital image labeled "display board." This image will be used on the Awards Finalist Wall at ARDA Spring Conference 2021 and will be used on screen during the gala if your nomination is the winner.*
 - *Payment*

Executive Summary Guidelines

The Executive Summary is a brief description and overview of the project. Summaries should be a minimum of 50 words and a maximum of 500 words. Topics should include goal, use, limits and constraints and a description of how the piece being submitted fits into the overall program or any other unique characteristics of the project. Following the executive summary, please include the following bullet pointed information:

- Target market
- Purpose (i.e. brand awareness, informational piece etc.)
- Total circulation
- Total budget
- ROI if applicable

42 Newsletter

Newsletter that features stories, news, editorials or advertising and is not a sales brochure. Newsletter can be externally focused for owners or other groups, or internally focused for employees.

43 Digital Magazine

Magazine that features stories, news, editorials or advertising. Magazines must be digital in nature and emailed to circulation.

44 Integrated Marketing Campaign or Program

A strategic campaign that uses more than three types of media (i.e. social media, print, digital or print advertising etc.) which are designed to reinforce each other. Please submit a minimum of three and a maximum of ten different pieces of the campaign.

45 Multimedia Asset

Any multimedia non-static asset used for external or internal communications to owners, prospects or employees. Please submit link to film and one screenshot of film

46 Digital Sales Film

A video made specifically to advertise a specific property or group of properties. Please submit link to film (no longer than 2 minutes in length) and one screenshot of film.

47 Digital Products: Owner/Guest

Any digital product: apps, websites, mobile friendly websites or products such as online kiosks for check in or other technology items that assist with on property owner and guest communication or assistance.

48 Digital Products: Sales

Any digital product used specifically for the purpose of sales, may include but not limited to items such as virtual reality tours or interactive media used within a sales center or during the sales process.

49 Special Event: Owner/Guest or Employee

Open to any special event sponsored by the nominating company (HOA Meeting, Annual Meeting, Employee Engagement Event or Sales and Marketing Recognition Event) Please describe the event in detail. If event was virtual in nature, please provide details as to how the attendees were engaged and how the event was successful in a digital format. Please submit a minimum of three and maximum of five items that illustrate the event.

50 Employee Engagement or Communications Campaign

Any internal campaign in a resort or corporate location designed to engage employees and create conditions in which employees are motivated to meet company goals or metrics for success, or to communicate to team members specific items such as those related to pandemic advisories and information. Note: Special events are not applicable to this category, please submit events in category 50.

51 Owner/Guest/Customer Engagement or Communications Campaign

Any campaign focused on engaging owners/guests/customers and encouraging them to interact, share their experiences or participate in another way, or to communicate to owners/guests specific items such as those related to pandemic advisories and information. Note: Special events are not applicable to this category, please submit events in category 50.

52 Social Media Campaign

Marketing campaign centered on actively starting conversations online, pushing digital content, driving traffic to a specific site or collection of sites.



Resort Design

The **2021 Resort Design Division** categories recognize the design aspects of a resort product or project within the vacation ownership industry. Resort Design entries become property of ARDA upon submission, and nominators agree that supporting visual materials and text submitted may be used in *Developments* magazine, on VacationBetter.org, or for other educational purposes.

Nomination submission instructions for Resort Design categories

- All entries will be submitted electronically. All entries will be confirmed within 5 business days of receipt. If you haven't received confirmation within 5 business days, please contact clacey@arda.org
- Using Dropbox, Hightail or another filesharing service, please email your nomination to clacey@arda.org. Do not email nominations directly to clacey@arda.org without using a filesharing service.
- The body of each nomination email should include the category number of your nomination, the name of the product being nominated and your company name.
- Multiple nominations may be sent at the same time, but please make sure that each nomination is clearly identified.
- Each nomination must include the following items:
 - *Nomination Entry Form*
 - *Executive Summary & bullet pointed information.*
 - *A maximum of 10 PowerPoint slides that illustrate the nomination. Unless otherwise noted in category description.*
 - *One digital image labeled "display board". This image will be used on the Awards Finalist Wall at ARDA Spring Conference 2021 and will be used on screen during the gala if your nomination is the winner.*
 - *Payment*

Executive Summary

The Executive Summary is a brief description and overview of the project, as well as the project budget. Summaries should be a minimum of 50 words and a maximum of 500 words.

53 Interior Design

Open to any vacation ownership property. May include any area of the resort, including unit interiors, restaurant, lobby and check in area, etc. In addition to 10 PowerPoint slides, please include a floorplan.

54 Refurbishment: Unit

Open to any interior unit refurbishment of a vacation ownership property. 10 slide PowerPoint must include clearly labeled before and after photos.

55 Refurbishment: Common Area

Open to any refurbishment of a common area of a vacation ownership property. PowerPoint must include clearly labeled before and after photos.

56 Refurbishment: HOA

Open to any refurbishment project funded by an HOA. PowerPoint must include clearly labeled before and after photos.

57 Amenities

Any type of amenity found at a vacation ownership resort. Examples include pools, spas, golf courses and other recreational areas.

58 Construction/Design Team or Project Manager

In house or contractor responsible for overseeing design and or construction project of a vacation resort, new construction or refurbishment. Please submit digital photo of project manager or team. Instead of an executive summary, please submit a narrative of no more than 4 pages which addresses the following:

- What makes this nominee's performance and contributions outstanding and deserving of an ARDA award?
 - Describe how this individual or team's performance addressed the client's needs.
 - Describe how this individual or team managed construction or design challenges and opportunities.
-



2021 ARDA AWARDS

Recognize your organization's best people, products, places, and promotions.

Submit entries now!

Deadline Friday, March 12, 2021.

Questions?

Contact Catherine Lacey at (202) 371-6700 or clacey@arda.org.



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