



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

2022 ARDA AWARDS **Nomination Guide**

Submit entries now! Deadline Friday, February 25, 2022.

**WINNERS ANNOUNCED AT THE
ARDA AWARDS CEREMONY MAY 4, 2022**



**TIMESHARE TOGETHER • ARDA SPRING CONFERENCE 2022 • MAY 1-4, 2022
THE DIPLOMAT RESORT • HOLLYWOOD, FLORIDA**

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.

**2021–2022
Awards Committee**

Yvette Batalla
Interval International

Bob Carl
Disney Vacation Club

Eva Esteban
Hilton Grand Vacations

Lauren George
Hilton Grand Vacations

Melanie Gring
Global Connections, Inc.

Joelle Hervis
Bluegreen Corporation

Amy Lipka
RCI

Susan McDowell
*Marriott Vacations
Worldwide Corp.*

Erin Palmer
Travel + Leisure Co.

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.



**2022 ARDA AWARDS
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 2022 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 Ceremony and After Party

This year's Awards Ceremony, where all winners will be announced will be held on **Wednesday, May 4, 2022 at the Diplomat Resort and Spa in Hollywood, Florida.** Tickets to the Awards Ceremony and After Party can be purchased at **www.arda.org** when registering for ARDA Spring Conference 2022.

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 2021 calendar year. Entries in the Advertising, Promotion & Communications Division are limited to materials first used or results first achieved in the 2021 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 2021, 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 mid-March.
- No finalists are selected in the ACE Categories. The winner in all ACE categories is announced at the Awards Ceremony.
- All Finalists will receive one medallion (per finalist or team). All medallions will be distributed onsite at the ARDA Spring Conference 2022. No medallions will be mailed in advance of, or after the event.
- All finalists wishing to attend the Awards Ceremony and After Party, must purchase a ticket. Tickets may be purchased in conjunction with your ARDA Spring Conference 2022 registration.
- At the Awards Ceremony on Wednesday, May 4, 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 the ARDA Spring Conference 2022 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, February 25, 2022. 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, February 25, 2022 **\$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 Ceremony.



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 nominations will receive confirmation of receipt by email within 5 business days. 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 the ACE Division, however, most categories require additional photos and other collateral pieces. All photographs and collateral pieces that are submitted will be used to illustrate the winning nomination in a video played during the Awards Ceremony. It is imperative that all nominations submit the asked for collateral. Nominations that do not submit the required collateral will not be accepted.

1 ACE Diversity & Inclusion Program

A program designed to support a diverse environment and create a positive workplace for all employees. The recipient of this award will be a company who shows a deep commitment to the spirit of diversity and inclusion through such things as leadership through positive interactions among persons of different cultural backgrounds, behavior which illustrates commitment to inclusion and respect of persons within the institution who are members of traditionally underrepresented, underserved and/or diverse groups and evidence of exceptional efforts to promote an environment that is free from bias and discrimination. Please describe your company's Diversity and Inclusion Program in detail. Please provide a minimum of 5 supporting photographs or other collateral images that can be used to illustrate the program.

2 ACE Philanthropy and Community Service Award

This award recognizes an outstanding community contribution by an ARDA member company during the 2021 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.

3 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.

[More ARDA Circle of Excellence "ACE" Categories >](#)

4 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.

5 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.

6 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.

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.
- All nominations will receive confirmation of receipt within 5 business days. 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 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.

13 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.

14 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.

15 Salesperson: Specialty Sales

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

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)

CATEGORIES
18–35

Management & Administration

CORPORATE OFFICE (CATEGORIES 18–26)

RESORT OPERATIONS (CATEGORIES 27–35)



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 nominations will receive confirmation of receipt within 5 business days. 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 Communications Professional or Team

An individual or team at a corporate or resort location who is responsible for communications or public relations. Responsibilities may include general team member communications, 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 2021 calendar year.

23 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.

24 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.

More Management & Administration: Corporate Office Categories >

CORPORATE OFFICE — CONTINUED**25 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.

26 Technology Project Professional or Team

The IT or technology team responsible for a project that has impacted owner services or corporate services in 2021. 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**27 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.

28 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.

29 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.

30 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.

31 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.

32 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.

33 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.

34 Housekeeping Manager

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

35 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 2021 calendar year.

Nomination submission instructions for Advertising, Promotion & Communications categories:

- All entries will be submitted electronically. All nominations will receive confirmation of receipt within 5 business days. If you haven't received confirmation within 5 business days, please contact clacey@arda.org.
- Using Dropbox, Hightail or another file sharing service, please email your nomination to clacey@arda.org. Do not email nominations directly to clacey@arda.org without using a file sharing 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 screen during the Awards Ceremony 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

36 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.

37 Digital Magazine

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

38 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.

39 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.

40 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.

41 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.

42 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.

43 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.

44 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.

45 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 or for other educational purposes.

Nomination submission instructions for Resort Design categories

- All entries will be submitted electronically. All nominations will receive confirmation of receipt within 5 business days. If you haven't received confirmation within 5 business days, please contact clacey@arda.org
- Using Dropbox, Hightail or another file sharing service, please email your nomination to clacey@arda.org. Do not email nominations directly to clacey@arda.org without using a file sharing 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 screen during the Awards Ceremony, 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.

RESORT DESIGN CATEGORIES

46 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.

47 Refurbishment: Unit

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

48 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.

49 Refurbishment: HOA

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



2022 ARDA AWARDS

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

Submit entries now!

Deadline Friday, February 25, 2022.

Questions?

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



1201 15th Street NW, Suite 400
Washington, DC 20005
(202) 371-6700
(202) 289-8544 fax

www.arda.org

Nomination Entry Form



ARDA AWARDS

Nominator

This is the person who will be contacted for questions about the entry, along with finalist(s) and other follow-up information.

Name

Company

Email

Phone

ARDA Awards Program
 Catherine Lacey
 1201 15th Street, NW, Ste 400
 Washington, DC 20005

Nomination Information Single entry Multiple entries

Category Number	Nominee (Product) Name	Award Category Name	Entry Fee Amount
1			
2			
3			
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Statistical Data Form

2021 Marketing & Sales Statistical Data for Categories 7-17



Please submit this form along with nomination information to:
marketingandsales@arda.org

Statistical Data Forms may be sent after your original nomination, but must be received no later than **February 25, 2022**.

Nomination Information

Category Number	Category Name
-----------------	---------------

Nominee Name

Nominee Company

Small (ARDA Member Class 9-12) Large (ARDA Member Class 1-8)

Entry Fee Amount

Statistical Data for Project Overall

A Net Number of Tours

B Net VPG (gross sales / # of tours)

C Rescission Rate

D Net Sales Volume

E Average Transaction Price

F In House sales % / Frontline sales %

Statistical Data for Individual or Program

A Net Number of Tours

B Net VPG (gross sales / # of tours)

C Rescission Rate

D Net Sales Volume

E Average Transaction Price

Marketing Information

- Income Qualifications

- Premium Budget (Per Tour)

- Purchased / Vendor Tours (% of Total)

- In House Generated Tours (% of Total)

This information is used for judging purposes only and will not be released.