## **NOMINATION FORM** | Opportunity Seeker Award

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| **Business Name:** |  |
| **Contact Name:** |  |
| **Contact Title:**  |  |
| **Contact Email:** |  |

### Award Description

This award celebrates the creativity and ingenuity that your business used to reach and connect with customers this past year (September 2021 to September 2022). If you deployed new ways to communicate with your customers, or if you were able to build new relationships with market segments that you didn’t connect with before, we want to hear your story. Please tell us how you tapped into insights to promote and market your business differently and/or employ out-of-the-box thinking.

### Eligibility Criteria

* Must be a member in good standing of the St. John’s Board of Trade.
* Noted contributions/actions must have taken place from September 2021 to September 2022.
* Demonstrates sound communication, sales, and/or marketing strategy.
* Demonstrates creative thinking and agility in forging new possibilities and opportunities.
* Analytics, data, or evidence that supports new relationships established or markets entered (i.e. social engagement, followers, increased sales, etc.).

### Nomination Form

**How did you know you needed to change your approach to sales and/or marketing this past year?**

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**Tell us about the communication, sales, and/or marketing strategy you built to guide you in building new relationships or connecting with a market segment(s) that you didn’t connect with before.**

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**What analytics, data, or evidence can you share that proves your plan worked (i.e., you built new relationships or entered new markets)?**

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*Please note: You can attach a PDF, Excel file, images, or any other appropriate reporting or explanation file should you wish to do so. If this is the case, please note the file name and format in the above response section.*

**Is there anything else you’d like to share?**

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**PLEASE NOTE:** By submitting this nomination package, you are confirming that all the above-noted actions are true and accurate, and occurred between September 2021 and September 2022. Nomination forms must be completed in full and [uploaded through our website](http://members.stjohnsbot.ca/form/view/26698) to be considered for judging.