



BOMA AWARDS OF EXCELLENCE

Helpful Hints For Submitting A Successful Entry

ENTRY DEADLINE:
March 13, 2009

AWARDS DATE:
May 2009

When in doubt, ASK!
Call Sarah Jones at BOMA BC: 604.684.3916 ext. 23

BRAINSTORMING

A great way to submit a thorough and complete entry is to create a committee

A committee creates a sense of team building.

Employees participating will have a greater sense of accomplishment and pride for their building and/or service. Assign specific areas and questions to each committee member. By dividing the questions, the workload is lessened.

For example:

- After brainstorming different photo options with the committee, a member could be responsible for all the photo requirements.
- For TOBY/EARTH, the Operations Manager could be responsible for the technical areas of HVAC, energy management, security, etc.
- Divide questions according to who has the most experience in those areas.

CORPORATE LOGO

- PC compatible.
- High resolution jpeg preferred.
- Artwork must be saved in the program it was created in.
- Attach it to your online awards entry in the 'Add/Edit Photo' area, or provide on a CD. If you don't have a digital file, ask the company that prints your letterhead to contact Sarah Jones.

PHOTOGRAPHS

A captive audience for your company's message

Take pride in the quality of the photos you submit. Think of your photos as an "advertorial" of your firm and ways the subject matter of the photos can *best* describe and support the overview in your entry. Include close-up shots of employees (working, interacting with clients, etc.) to personalize your submission. Together, your written and photographic materials should tell a cohesive story.

When in doubt about your photography skills, hire a professional. Professionals need *at least* three weeks to give you the finished product.

- Building exterior shots should be vertical (portrait) format.
- All other images should be horizontal (landscape) if possible.

IMAGE FORMATS

Digital Photos

- Do not compress files
- Colour pictures only
- PC compatible in JPEG format
- If scanning a print, scan at 300 DPI
- If providing photos from a digital camera, minimum size is 2000 x 1500 pixels at 72 pixels per inch. Ideally it should be 480 x 360 pixels at 300 pixels per inch
- Image size should be **no more** than 4 megabytes
- Remove spaces and '%' symbol from file names
- Attach to your online submission in the 'Add/Edit Photo' area

Original Photos by Mail

- Two sets of original prints required. No smaller than 4" x 6" and no larger than 8" x 10".
- Colour images only.
- When labeling, press *lightly* on the back of your prints. Ensure the ink is dry before putting on top of another photo. Tip: use computer-printed labels.

THE FINISHED PRODUCT

Ensure you follow instructions carefully.

This is very significant as you move onto both national and international competition. Just provide info that is asked for. If you provide more than what is required, you could be penalized.

Make sure each question is answered as thoroughly as possible. Clear, concise answers are the secret. But if it takes more words and sentences to make your point, then do so.

Proofread and edit *at least* twice.

AFTER YOU WIN

Basking in the Glory!

Promote your company or building to:

- Tenants, clients and employees (promote in newsletter, announce at events).
- Prospective tenants and clients through your website, letterhead, brochures.
- Other trade associations of which you belong. Let others know how you exceeded BOMA's high standards.

Marketing Ideas Include:

- Develop an ad campaign.
- Ask leasing agents to promote.
- Write a news release - focus on the greatest selling features of the property or your customer service initiatives. Send a photo.
- Hang banners in your lobby/office.

As an award finalist, BOMA encourages you to start your promotion as soon as finalists are announced.

PLAN FOR NEXT YEAR

If your building is undergoing renovations, rewiring, requires new mechanical systems, etc. and you feel it is not in the company's best interest to enter the building into competition this year, wait. Use this year's entry form as a guide to plan your submission for next year.

If you enter this year, but are not successful in receiving an award, do not be discouraged... try again next year.

Talk to past winners to get their insight into the awards entry process and find out why their entry was a winning one. Past winners are listed on the BOMA BC web site: www.boma.bc.ca.