



BOMA AWARDS OF EXCELLENCE

Helpful Hints For Submitting A Successful Entry

ENTRY DEADLINE:
March 16, 2012

AWARDS GALA:
May 2012

When in doubt, ASK!
Call Deirdre Taylor at BOMA BC: 604.684.3916 ext. 223

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.

For example:

- After brainstorming different photo options with the committee, a member could be responsible for all the photo requirements.
- For the EARTH Award, 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.
- Then assign one person to complete the final submission, as it needs to be done in one sitting.

ENTRY FORM

The Entry Form that is submitted online is *different this year*, than from previous years. Please note that the submission will need to be **done in one sitting** and you

WILL NOT be able to save and return to the same form.

DOUBLE-SAVE!

It is highly recommended to save and/or print out the “Awards Submission Questions” in the category you choose in a word document to plan your answers out before you click the link to submit your final entry form. This way you can copy and paste from your pre-prepared answers into the final form online.

FINISHING TOUCHES

Ensure you follow instructions carefully.

This is very significant as you move onto both national and international competition (for Existing Category). Just provide info that is asked for. If you provide more than what is required, you could be penalized. Please pay attention to “word limits”.

Make sure each question is answered as thoroughly, yet concisely as possible.

HOW TO PAY

On the last page of the entry form you can place your credit card information or you may contact the BOMA office to receive an invoice to pay by cheque.

Invoice: If you need an invoice in advance please contact Deirdre at dtaylor@boma.bc.ca.

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 company 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.

IMAGE FORMATS

Digital Photos

- Building exterior shots should be vertical (portrait) format.
- All other images should be horizontal.
- Do not compress files

Photographs cont'd...

- PC compatible in JPEG format
- Colour pictures only
- 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
- Burn to a CD and mail to BOMA BC or email photos (one at a time) to dtaylor@boma.bc.ca.

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.
- Tip: use computer-printed labels instead of printing a description directly on the back.

CORPORATE LOGO

- PC compatible.
- High resolution jpeg preferred.
- Artwork must be saved in the program it was created in.
- Email it to dtaylor@boma.bc.ca. If you don't have a digital file, ask the company that originally designed it or that prints your

letterhead to contact Deirdre Taylor.

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.

