



For the convenience of our entrants, this is a PDF replica of our on-line entry form. Please note that your actual responses must be submitted via the on-line version of this form in order to enter.

Thank you

Gramercy Institute Financial Marketing Leadership Awards

About The Gramercy Institute Financial Marketing Leadership Awards

The Gramercy Institute Financial Marketing Leadership Awards acknowledge leadership through many areas of the financial marketing industry. This is a TEAM AWARD. Entry submissions are designed so that entire teams will be honored.

The following types of financial marketing teams will be honored:

- Banks and Other Financial Brands/Marketing Teams
- Advertising, Marketing & Media Agencies
- PR & Communications Agencies
- Consultants
- Marketing Partners
- Media Properties, Media Networks
- Activists, Analysts & Journalists



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DETAILS ABOUT THIS ENTRY

Contact details (the person submitting this form)

Name:	<input type="text"/>
Title:	<input type="text"/>
Company:	<input type="text"/>
Email Address:	<input type="text"/>
Alternate Email Address:	<input type="text"/>
City:	<input type="text"/>
Office Phone:	<input type="text"/>
Cell/Text:	<input type="text"/>

Contact details (the team you are entering)

Company:	<input type="text"/>
Team/Division:	<input type="text"/>
Best Contact:	<input type="text"/>
Email:	<input type="text"/>
City:	<input type="text"/>

*** How would you best describe the team you are entering?**

- ☐ A Marketing Team at a Financial Firm
- ☐ An Ad Agency or Marketing Consultancy Team
- ☐ A Media Company, Publisher or Ad Network
- ☐ An External Partner/Partner Firm to a Financial Firm's Marketing Team
- ☐ A Company That Influences The Financial Marketing Industry
- ☐ Another type of team? (please specify)

OPTIONAL: Please list the names and titles of any team members who you would specifically like to credit in association with this team entry.



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ABOUT THE TEAM YOU ARE ENTERING

*** How would you best describe the geographic scope of the entered team's work?**

- ☐ Global
- ☐ International
- ☐ Domestic (Single Country)

*** How would you best describe the focus of the team you are entering? (Choose all that apply).**

- ☐ Business-to-Business
- ☐ Business-to-Consumer
- ☐ Business-to-Intermediary
- ☐ Other (please specify)

*** Which category(ies) best identifies the financial product or service marketed by the team you are entering (choose all that apply).**

- ☐ Accounting
- ☐ Asset Management
- ☐ Bank-Commercial Lending
- ☐ Bank-Merchant Services
- ☐ Bank-Retail Services
- ☐ Brokerage
- ☐ Commodities Exchange
- ☐ Consumer Lending (Mortgage, Home Equity, Auto)
- ☐ Corporate (Firms marketing to Financial Audiences)
- ☐ Credit Card & Payment Systems
- ☐ Currency Exchange
- ☐ Investment Banking
- ☐ Insurance (Life & Annuities)
- ☐ Insurance (Property & Casualty)
- ☐ Miscellaneous Financial Products & Services (B-to-B)
- ☐ Miscellaneous Financial Products & Services (Consumer)
- ☐ Retirement Services
- ☐ Wealth Management
- ☐ Securities Exchange
- ☐ Other (please specify)



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LEADERSHIP EVALUATION-SUMMARY STATEMENT

Please describe why you believe that the team you are entering deserves to be awarded for its leadership in financial services marketing (limit 75 words). This response is worth 25 (of 100) Points.



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LEADERSHIP EVALUATION-ATTRIBUTES OF NOMINATED TEAM

We have listed twelve leadership areas below. We ask each entrant to select **ONLY FIVE** of the twelve leadership areas listed to best express the leadership exhibited by each entered team. It is upon these five selected leadership areas that the balance of the evaluation will be made.

*** Please select five (5) of the following leadership areas upon which judges will grade/score your submission. You will be asked to expand on each of these five areas further below.**

- ☐ Effectiveness on Initiatives
- ☐ Establishment of a Clear Vision
- ☐ Following Through on Deliverables
- ☐ Innovative Thinking
- ☐ Inspiration by Example
- ☐ Performance under Pressure
- ☐ Preparedness
- ☐ Risk Mitigation
- ☐ Sharing Credit When Due
- ☐ Setting a Sound Strategy
- ☐ Taking Responsibility in Adversity
- ☐ Other (please specify)

Corresponding to your selection directly above, please describe how your entered team exemplifies each of the five attributes selected. Please **ONLY** complete the five boxes that correspond to the attributes you selected. Each response is worth 15 points (of 100 points). There is a limit: 50 words per response).

Effectiveness on Initiatives:

Establishment of a Clear Vision:

Follow-Through on Deliverables:

Innovative Thinking:

Inspiration by Example:

Performance under Pressure:

Preparedness:

Risk Mitigation:

Sharing Credit When Due:

Setting a Sound Strategy:

Taking Responsibility in Adversity:

Other (please explain):

Thank you for completing this entry form. Please click on the "CONTINUE" button to enter your submission into The Gramercy Institute Financial Marketing Leadership Awards. PLEASE NOTE your entry will not be submitted until you complete the payment portion of the form. You will be taken to the payment site after you click on the "CONTINUE" button.

All submissions become property of The Gramercy Institute.