



GEORGE HAYWARD AWARD 2016 THE IUCAB COMMERCIAL AGENT OF THE YEAR

The George Hayward Award 2016 will be presented at the IUCAB Annual Delegates Meeting to be held mid May 2016 in Malaga, Spain.

In order to meet the requirements for being nominated, Nominees must:

- have been a National Association Member for at least 3 years;
- have been an agent or run an agency for 5 years ;
- be financially sound.

Selection of a Winner of the George Hayward Award will be decided by the Executive Committee of IUCAB after having considered the credentials of each of the Nominees submitted by the respective IUCAB Member Associations.

In order to ensure that the Nominee presented by your association takes part in the competition for the Award, please return the attached form duly completed or a written motivation in any other form covering as many of the items listed in the attached form as possible together with all relevant information your Association may wish to present by

Thursday 25 February 2016 at the latest.



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Name of the candidate (Agent or Agency):
Date of incorporation:
Corporate name of the agency firm :
Field of business :
Address details :
Phone: Fax: E-mail: Website:
Number of employees:

Does the nominee carry out agency activities for foreign principals? yes no
If affirmative, in which countries?

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.....

Commission earned: 2013: € _____
 2014: € _____
 2015: € _____

Indication of the spreading of the agency income over the principals it represents

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Market position of the Agency :

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Growth strategy of the Agency :

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Key success factors of the Agency:

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Description of the brand portfolio represented by the Agency:

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What kind of additional services does the Agency provide? (e.g. merchandising, translation, market studies etc...):

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A description of the measures taken in order to improve the services/the quality of the services provided by the Agency:

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How many principals are currently represented by the Agency?

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Short description of a success story:

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What kind of education has been followed during the last 3 years?

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Description of the main features of the relationship with the principals represented:

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Is the agent in regular search of new principals? And if affirmative what kind of search methods are being used?

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Any and all other information which may be considered relevant:

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