



Secretary General
Mr. P.F. Holtrop

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Amsterdam, 13 November 2015
Per e-mail

Dear Member of IUCAB,

IUCAB starts up the nomination process for the George Hayward Award 2016 in honour of George Hayward's dedication to the commercial agency profession.

The 6th George Hayward Award was won in 2015 by Mr. Xavier Mailfert, director and owner of the company Prodiium. Mr. Mailfert is Member of IUCAB's Member Association APAC. The winner of the 7th Award will be announced at the occasion of the IUCAB Annual Delegates Meeting on 21 May 2016 in Malaga, Spain.

The IUCAB Executive Committee is looking forward to receive one nomination from each IUCAB Member Association for this year's Award.

Nominees must be a Member of a IUCAB National Member Association and have to be nominated by their Association as a candidate for the Award. The IUCAB Executive Committee will decide which of the nominated persons will receive the Award after having considered the credentials of each national candidate as provided by their respective IUCAB Member Associations when submitting a nominee from their Association. For the purpose of guidance, I attach a form listing the items which should – in so far as possible – be covered when submitting a nomination for the Award.

With a view to the above, I herewith kindly request your Association's cooperation and to nominate a candidate for the George Hayward Award 2016 and to inform the IUCAB Secretariat in Amsterdam in writing of your Association's nominee for the Award.



This should preferably be done together with a duly completed version of the attached form or, if that would not be possible, with a written motivation which covers as many of the items listed in the attached form as possible and all other relevant information your Association may wish to present.

In order to allow the IUCAB Executive Committee for a timely examination of all nominations and to select the winner of the Award,

you are kindly requested to submit your nomination to the IUCAB Secretariat by Thursday 25 February 2016 at the latest.

I thank you in advance for your support and look forward to receiving a nomination from your Association.

Should you have any further questions with regard to the above, please do not hesitate to contact me.

With kind regards,


Paul Holtrop
IUCAB Secretary General

Enclosure