Manage for Tomorrow Award Nomination Form

The Page Up Manage for Tomorrow Award recognizes Page Up members who develop and implement groundbreaking approaches used by their organizations to chart new pathways in the profession. We present the Manage for Tomorrow Award annually to one or more individual Page Up members at the Annual Meeting to celebrate and reward new ideas and approaches to evolving communications practices. The Manage for Tomorrow Award is similar to the Page Society’s [**Hall of Fame**](https://page.org/speeches/hall_of_fame) and [**Distinguished Service Awards**](https://page.org/speeches/remarks) presented at the Page Annual Conference. But while these awards showcase a lifetime of achievement and service to the profession, the Page Up award looks forward by highlighting individuals who exemplify the Page Up mission by charting a new course for their organizations and for the communications field.

**Award Criteria**

* The work described in the submission should align with the spirit and intent of the [**Page Principles**](https://page.org/who-we-are/page-principles/), with special reference to ‘Manage for Tomorrow’.
* Ideally, these ideas and approaches should be replicable by other companies/organizations.
* While application of technologies (e.g. generative AI) are welcome, the submission need not be technology-focused. Managing for tomorrow involves a commitment to investment in and care for the future.
* Questions to think about:
  + What have you learned and how can you apply that to communications?
  + How is the nominee bringing the future of our profession into the present, and taking what we learn from the present into the future?

**Eligibility**

* The recipient must be a Page Up member in good standing.
* The award recognizes individual achievement, rather than a department, company or other organization.
* The recipient should have had a primary leadership role in conceiving, developing and implementing the innovation recognized.
* Awards Committee members and others judging the awards in a given year are not eligible to receive the award that year.
* Nominations come from other Page Up or Page Society members. **Self-nominations are allowed and encouraged!**
* The project or product offered as evidence must have launched or completely redesigned in the past 12 months.

SUBMIT THE BELOW INFORMATION BY SEPTEMBER 26

**Nominations must be received by September 26th**. For questions, or to submit a completed nomination, please email Dan Strouhal, [**dstrouhal@page.org**](mailto:dstrouhal@page.org).

**A. Basic Information**

| Nominee Name |  | Nominator’s Name (If Different) |
| --- | --- | --- |
| Nominee’s Current Affiliation |  | Nominator’s Affiliation |
| Nominee’s Email |  | Nominator’s Email |

**B. Please answer the following questions (be sure to include any attachments):**

| What is your relationship with the nominee? Have you worked together directly? |  | To whom does (or did) the nominee report in her or his role for which s/he is being nominated? |
| --- | --- | --- |

| Describe the project/work for which you are nominating this individual. |
| --- |

| Were there areas outside of communications impacted by the nominee’s work? | | |
| --- | --- | --- |
| Human Resources | C-Suite | Business Development |
| Sales | CSR | Employee Recruitment |
| Events/Hospitality | Customer Service | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

| How did the nominee’s work impact the selected business areas (if any)? |
| --- |
| In one sentence, what is the most impactful dimension of this work as it relates to managing for tomorrow? |

| In what way does it align to the [Page Principles](https://page.org/site/the-page-principles) (please include reference to Manage for Tomorrow)? |
| --- |
| What impact did the project/work have on the organization and its stakeholders? What can Page Up members learn from this? |

**C. Frequently asked questions:**

* *Must the nominee be a Page Up member?*

Yes, the nominee must be a current member of Page Up. However, if the individual is not currently a Page Up member and would be eligible, the person may be nominated as a member while the award nomination is considered.

* *Does the candidate need to currently be serving in the same role for which that individual is nominated?*

No. You may nominate a candidate for a past achievement.

* *When will the award be announced? When will the nominator be notified?*

The 2025 award winner will be announced publicly at the Page Up Annual Conference on October 28-30. Only the recipient will be notified in advance.

* *Who selects the winner?*

An Awards Committee made up of Page Up Operating Committee members and other Page Up members from a diverse range of industry and agency backgrounds will review all nominations and recommend a recipient or recipients to the Operating Committee.

* *What happens to nominations that do not win?*

The Awards Committee may save nominations for future years and will evaluate those nominations as part of its candidate pool. There is no need to resubmit a nomination for the same person and project, though nominators are welcome to add to their nomination if they would like to—for example, in cases where the impacts of the innovation become more apparent over time.