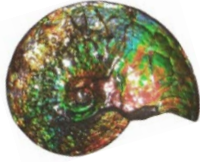




Award Information Package
2017

The 2017 AMMY Awards

The AMMY Awards



Named in honour of Alberta's official gemstone, Ammolite – one of the rarest and most unique gemstones on earth – the AMMY Awards recognize achievements at Alberta Visitor Services Providers in the categories of visitor service and individual excellence.

As exclusive as the gemstone itself, the AMMYs are awarded annually at the Alberta Visitor Information Providers (AVIP) Conference to organizations and individuals who have gone above and beyond to drive outstanding Alberta experiences. The awards are meant to challenge Visitor Services Providers (VSPs) to achieve high levels of excellence to **inform, inspire** and **influence** visitors to maximize their travel experiences to help grow the visitor economy in all regions of Alberta.

AMMY recipients will receive a beautiful glass award and a certificate commemorating their achievement. Winners will also obtain use of the AMMY Award logo on marketing and promotional materials.



Excellence

THE AMMY AWARDS RECOGNIZE EXCELLENCE IN VISITOR INFORMATION SERVICES. WHAT IS EXCELLENCE?

Excellence is demonstrated in VSPs that are rural or urban, stand-alone or part of a museum, attraction, mobile or Chamber of Commerce. Excellence is recognized in the efforts and ideas put forward to improve the services and experiences provided to visitors.

AMMY Award Categories

Alberta VSPs have the opportunity to be recognized with up to three AMMY Awards in three distinct areas of excellence:

- **Individual Excellence**
 - Best in Class – Travel Counselling
 - Best in Class – Leaders in VIC Management
- **Visitor Service Excellence**
 - Best in Class – Visitor Services (Customer Service, Community and Stakeholder Engagement, and Facility and Service Enhancements)

The 2017 AMMY Awards

Visitor Service Excellence

NEW

BEST IN CLASS – VISITOR SERVICES

This award recognizes excellence in the area of visitor servicing. In order to maximize the visitor experience, communities must offer convenient, relevant and innovative multi-channel access for visitors. Excellence in Visitor Services combines these key areas: customer service, community engagement, and facility or service enhancement. Excellence in this category is demonstrated through commitment in of the following three categories:

- 1) Visitor Engagement and Customer Service
 - For example: Implementing a multichannel approach to delivery (e.g. roaming counselling services, social media).
- 2) Community and Stakeholder Engagement
 - For example: Stakeholder communication and partnership building.
- 3) Service and/or Facility Enhancements



2016 Best in Class – Visitor Services
CrossIron Mills

Example:

“Establishing a mobile VIC at community events around town throughout the summer season allowed us to proactively reach out to our visitors and bring local and regional information directly to the people. Setting up a mobile VIC allowed us to raise the profile of the town’s tourism department, build relationships with community businesses and extend our professional travel counselling services to a broader audience with almost no impact to our overall budget.”

The 2017 AMMY Awards

Individual Excellence

BEST IN CLASS – TRAVEL COUNSELLING

This award recognizes individual travel counsellors who deliver exceptional customer experiences and show dedication and passion in providing convenient, relevant and innovative visitor services. Individuals in this category are nominated by their supervisor for, but not limited to:

- On-going positive travel counselling feedback from visitors
- Demonstration of product knowledge excellence
- Consistently provides rich, personalized, authentic experiences to visitors
- Superior customer service
- Outstanding individual qualities
- Leadership and teamwork



AMMY Award

Example:

“It is my pleasure to nominate Jayden for the Individual Excellence Travel Counselling AMMY Award. Each and every day Jayden has approached her work with the same enthusiasm as the first day she arrived at our VIC. Jayden has demonstrated not only excellence in her role as a local expert, but has also leadership towards new travel counsellors. She has taken them under her wing, showing them what it really means to help visitors to Alberta. What stands out about Jayden is her strong initiative taking. Jayden took the lead on creating a regional map of all the local attractions, driving routes and campgrounds in the area. She has been a huge asset to our team and visitors recognize this too. Jayden embodies excellence in her role and it shows.”

The 2017 AMMY Awards

BEST IN CLASS – LEADER IN VISITOR SERVICES

This award recognizes supervisors, managers and directors who have played a positive leadership role in visitor services. Supervisors, managers and directors are nominated by their staff, professional colleagues or superiors for their contributions towards enhancing visitor services including but, not limited to:

- Leadership in enhancing visitor services to provide convenient, relevant and innovative multichannel services
- Contributions to the development, enhancement, or building of visitor services in the VIC and/or within the community or region
- Exemplary relationship building both within and outside the VIC
- Contributions towards the organization's goals
- Strong support towards staff and colleagues; fosters trust and respect
- Ability to motivate staff and upholds a positive work environment
- Superior leadership qualities (positive attitude, fosters trust, respect and growth)

Example:

“Cathy is an individual who continually goes ‘above and beyond.’ However, she recognizes that not every traveller or local enthusiast needs a paper brochure to plan a great day or trip. Each year she trains the summer students on how to engage people through the use of Facebook and social media. This year we revamped the @StonyPlainVIC. Twitter account and it grew from 9 followers to 334 followers, in just four months! We have had both mentions and ‘shout outs’ by our municipal partners and are now being followed back by, some 283 accounts!”



2016 Best in Class – Leaders in Visitor Services
Jose Reineking

The 2017 AMMY Awards

Why Apply?

THERE ARE MANY VALUABLE REASONS TO APPLY FOR AN AMMY AWARD

- **Recognition** of individuals and successful initiatives, projects and improvements
- **Validation** of the valuable services you provide
- **Promotion** of your visitor services through use of the AMMY logo
- **Substantiation** for receiving continued funding
- **Staff and community pride** in visitor services
- **Public recognition** by visitors who see the AMMY Award
- **Motivation** to continue to strive towards excellence

Eligibility

WHO CAN APPLY?

Any provincial, regional and community visitor services provider (accredited/non-accredited or mobile VIC) may apply for an AMMY Award.

Note: Organizations managing a Travel Alberta Visitor Information Centre(s) may only apply in the Individual Excellence category.

TO BE ELIGIBLE FOR AN INDIVIDUAL EXCELLENCE AMMY AWARD:

- **Best in Class – Travel Counselling:** Travel counsellors must be nominated by their supervisor/manager.
- **Best in Class – Leaders in VIC Management:** Supervisors, managers, or directors must be nominated by either a member of their staff, operating organization, or a member of the tourism community.

Previous Winners

HAVE YOU WON AN AMMY AWARD BEFORE?

In order to be eligible to apply again in the same category which you had previously won, your submission needs to be a **new or different** initiative or project than your previous award submission.



AMMY Awards Gala

The 2017 AMMY Awards

How to Apply

1. **REVIEW:** Review the 2017 AMMY Award Information Package.
2. **COMPLETE:** Complete the 2017 AMMY Award Application Form. Forms are available on-line at:
<http://culture.alberta.ca/tourism/programs-and-services/visitor-services/ammy-awards/>
or through the *AVIP SharePoint Site*
www.avipnetwork.ca.

Provide concrete examples and details to demonstrate how the nominee has met the selection criteria and explain the potential impact of the nominee's efforts in Visitor Servicing.

Applicants may complete their submission in a word document. Questions and answers need to be properly labelled. Any applications not following the application form will be disqualified.

3. **SUBMIT:** Email your completed AMMY Award Application Form(s) including any additional documentation to:
AVIP@gov.ab.ca
Submission deadline: by 12:00 pm
September 6th, 2017

**You will receive email confirmation that your submission was received.

APPLYING IN MULTIPLE AWARD CATEGORIES

Applicants are welcome to apply to multiple award categories. Ensure you complete a separate form for each award. **Only one submission per award category** will be accepted.

NOTIFICATION OF FINALISTS AND PRESENTATION OF AWARDS AT THE AMMY AWARDS GALA

Finalists will be notified by **September 14, 2017**. Awards will be presented at the AMMY Awards Gala held in conjunction with the AVIP Conference in September. Awards will be mailed to you if you or, a representative from your organization, are unable to attend the AMMY Awards Gala.

Evaluation Criteria

Submissions are evaluated by a selection panel based on how well the nominee meets the following selection criteria:

- A. Completion of application
- B. Content and information provided
- C. Additional documentation – such as: photographs, comment cards, emails mystery shop or survey results, video/audio (not to exceed five minutes in length), testimonials and any other materials that support your application may be included with your submission.

Additional documentation should not exceed five pages in length and should be submitted as an email attachment. If you are providing multiple images/photographs, please combine them into a Word/PDF document. Do not send photos individually.

If you have any questions regarding the AMMY Awards, please contact AVIP@gov.ab.ca.