

# Create a Winning Silver Plate Nomination!

The kinds of information you provide can make a big difference in how the Silver Plate Jury perceives your candidate. This sheet is designed to help you focus on some types of information that have frequently turned up on winning nomination forms. Feel free to expand upon the suggestions below when completing the form.

## Tips for Completing Your Silver Plate Nomination

- Do not hand write your nomination form. All submissions must be in typewritten form.
- Choose your candidate's category carefully after reviewing the category definitions.
- Stay within the allotted space on the form. No attachments or collateral documents will be considered.
- Include as much information about the candidate as possible. Remember, achievements that you consider obvious may not be obvious to the Jury considering many candidates.
- When listing information, be as specific and succinct as possible.
- Bring your candidate to life for jurors. Paint a compelling picture of your candidate as a leader and innovator.
- Fill out the nominee fact sheet as completely and thoroughly as possible since the information there provides the Awards Jury with important overview information.
- In the "What makes your candidate a Silver Plate winner" section, the Jury would like to hear about your candidate's most significant accomplishments. Please quantify your nominee's achievements as much as possible. For instance, if you are describing how your nominee is highly successful in marketing and menu development, please state the impact of his/her efforts as well, highlighting appropriate areas such as revenue increases, cost savings, traffic increases, etc.

## 3 Ways to Complete/Return Your Nomination Form

1. Nominations can be completed online using Survey Monkey. Click on the Survey Monkey link on the Gold & Silver Plate Celebration page at the IFMA web site. NOTE: You will NOT be able to save your form and work on it in several sittings. So be prepared to complete the form in its entirety when you are ready to submit your nomination.
2. The Survey Monkey form is also available as a fillable pdf. If you have full Acrobat on your computer, you can complete your form, save it and e-mail it to IFMA at [jill@ifmaworld.com](mailto:jill@ifmaworld.com). You CAN go back and forth to work on the form until it is done.
3. A Microsoft Word version is also available for you to download, complete and return by e-mail to IFMA at [jill@ifmaworld.com](mailto:jill@ifmaworld.com) or fax to Jill Johnstone at 312-540-4401.

Thank you! We look forward to receiving your nomination form.