

## Planning Columbus Trophy

**Friday, March 18<sup>th</sup> 2016**

**Kick-off meeting – Maastricht, NL**

During the first meeting the Board explains the new jury procedures. The jury also gets the first glance at the Columbus Trophy nominees.

**Wednesday, June 1<sup>st</sup> 2016**

**Subscription deadline**

All candidates need to subscribe before the 30<sup>th</sup> of June. Subscription entails the following:

- A short registration form to determine whether the company is eligible to compete
- Providing the secretariat with promotional material about the product / service
- Survey 1:
  - o Product details
  - o Unique Selling Points
  - o Marketing methods
  - o Persistence
  - o Degree of creativity and innovation

Further, the candidates are asked to provide information about their background (education, work experience) and to write a motivation letter.

**Wednesday, June 15<sup>th</sup> 2016**    **Grading of survey 1 – Second jury meeting – Maastricht, NL**

After the candidates have submitted all their information including survey 1, the jury members review and discuss the candidates, grade them and give their comments. Following this jury round, a top 8 of finalists is formed.

**Monday, June 20<sup>th</sup> 2016**

**Top 8 finalists receive survey and assignment 2**

The second survey focuses on the following topics:

- Internal organisation
- HR policies
- Financial data
- Persistence
- Degree of creativity and innovation

Besides the survey, the finalists need to create a short movie (max. 1 minute) to further explain why they should win the Columbus Trophy.

The finalists will also receive a promotion kit to further promote their position as finalist.

**Submission deadline:      Friday, August 19<sup>th</sup> 2016**

**Friday, August 26<sup>st</sup> & Saturday, August 27<sup>th</sup> 2016**    **Third jury meeting – Maastricht, NL**

During the third jury meeting, the survey and assignment 2 are judged. Further, the finalists present themselves to the jury. On the second day of the meeting, the finalists receive additional information about the BBB hospitality trade show and their presentation on the trade show. The jury will not be present on the second day.

**Monday October 10<sup>th</sup> to Wednesday October 12<sup>th</sup> 2016**

**BBB hospitality trade show & Award Ceremony – Maastricht, NL**

All finalists are represented at the BBB hospitality trade show. On October 10<sup>th</sup>, the winner will be announced.

**November 11<sup>th</sup> 2016**

**Evaluation jury meeting – Maastricht, NL**