

SPOKEies®

How To Enter

- Select from one of the 41 awards categories. Self-nominations are welcome and encouraged!
- Fill out the [online entry form](#) with information about the initiative, the spokesperson's work, and how they helped the organization achieve their communications goals.
- For help filling out the form, download the SPOKEies® Entry Guide to the right.
- Results to be announced at an award gala luncheon in New York.



Categories

Corporate

- Financial Services
- Health/Pharma
- Technology
- Travel

- Food & Beverage
- Emerging Growth Companies/Start-Ups
- Sports
- Media
- Home Improvement
- Fashion & Beauty
- Entertainment
- Professional Services
- Crisis Management
- Blockchain & Cryptocurrency
- Fintech

Non-Profit/Association

- Health
- Art
- Education
- Youth
- Advocacy/Cause Marketing
- Industry/Trade Association
- Membership Association
- Environment

Multicultural

- Financial Services
- Travel
- Health
- Technology
- Food & Beverage
- Fashion & Beauty

Global Campaign

- Financial Services
- Fintech
- Health/Pharma
- Technology
- Consumer Products & Services

- Blockchain & Cryptocurrency

Most Authentic

- Corporate
- Non-Profit/Association

C-Suite Leader

- Corporate
- Non-Profit/Association

Under 40

- Corporate
- Non-Profit/Association

ABOUT THE SPOKEies®

The SPOKEies® is the first program to honor the best spokespeople representing brands, non-profits and corporations. The awards have acknowledged leaders who communicate honestly and effectively on behalf of their organizations, with winners representing the best in the business. 27 business and non-profit leaders have already been honored with a SPOKEies® Award in categories including Most Authentic, Under 40 and C-Suite Leader. This year's winners will be honored at a gala luncheon in New York City and featured in a live television program broadcast nationwide, sharing their expertise. The SPOKEies® was founded by D S Simon Media. You can [submit a nomination here](#).

▪ **Enter**

▪ **Categories**

Our Goal

• Who's Eligible

Enter

Enter the 2019 SPOKEies®

There are more than 40 awards including 18 for corporate and brand spokespeople, 12 for non-profits, 5 for multicultural campaigns and 6 for global campaigns. Select your entry category and sub-category at the link below.

- Save with Early Bird Pricing: \$150 per submission (\$195 regular price)
- The Early Entry Period will end May 17, 2019

[Enter Now](#)

Categories

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|---|---|--|
| <p>Corporate</p> <ul style="list-style-type: none"> • Financial Services • Health/Pharma • Technology <ul style="list-style-type: none"> • Travel • Food & Beverage • Emerging Growth Companies/Start-Ups <ul style="list-style-type: none"> • Sports • Media • Home Improvement • Fashion & Beauty • Entertainment • Professional Services • Crisis Management <ul style="list-style-type: none"> • Blockchain & Cryptocurrency • Fintech | <p>Nonprofit</p> <ul style="list-style-type: none"> • Health <ul style="list-style-type: none"> • Art • Education <ul style="list-style-type: none"> • Youth • Advocacy/Cause Marketing • Industry/Trade Association • Membership Association • Environment <p>Multicultural Campaign</p> <ul style="list-style-type: none"> • Financial Services <ul style="list-style-type: none"> • Travel • Health • Technology <ul style="list-style-type: none"> • Food & beverage • Fashion & Beauty | <p>Global Campaign</p> <ul style="list-style-type: none"> • Financial Services <ul style="list-style-type: none"> • Fintech • Health/Pharma • Technology • Consumer Products & Services <ul style="list-style-type: none"> • Blockchain & Cryptocurrency <p>C-Suite Leader</p> <ul style="list-style-type: none"> • Corporate <ul style="list-style-type: none"> • Non-Profit/Association <p>Under 40</p> <ul style="list-style-type: none"> • Corporate <ul style="list-style-type: none"> • Non-Profit/Association <p>Most Authentic</p> <ul style="list-style-type: none"> • Corporate |
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Our Goal

The SPOKEies® Awards are the perfect way to showcase the great work of your agency or in-house team. Often times, individuals and teams go above and beyond in their jobs and still fly under the radar. These awards aim to give deserved recognition, which can help recipients attract new business, become influencers and form partnerships. Spokespeople will be honored from brands, corporations and non-profits based on their ability to achieve organizational goals, creativity, trust and authenticity. Most importantly, they will be honored in front of a crowd at a Gala Luncheon, as well as in a live video broadcast. They will also have the chance to be featured

in an online video series to help provide tips and best practices to viewers.

Who's Eligible

Anyone from CEO to digital media strategist can participate as long as they represent their organization in a spokesperson role. Winners will be recognized for their achievements. They will be interviewed and featured on The SPOKEies® website. To be eligible, the campaigns or PR initiatives involving the spokesperson you are highlighting must have taken place (either in part or in full) through the first quarter of 2018. Both US based and international entries are accepted. Winners will be celebrated at the gala luncheon, as well as in an online live broadcast.

“Know your audience. Helping highly educated and skilled audiences tell stories is rather than providing too many details, facts and data points is of the utmost importance.” In our field of health and science communications.

***Donna LaVoie, President and CEO of LaVoie Health Science,
Winner of SPOKEies***

“Be someone people can count on. If you say you're going to forward additional information, then follow through and do it. If it's something you can't do, own it and provide an alternative option whenever possible.”

***Sheri Sword, Vice President of Communications at Better Business Bureau at Dayton & Miami Valley,
Winner of SPOKEies***

“ You have to find a voice that embodies the best of what you are speaking on behalf of, and that stands up to life criticisms and attacks that come from those standing in opposition.”

***Patrick Riccards, Chief Communications Officer at the Woodrow Wilson Fellowship Foundation,
Winner of the Non-Profit Education SPOKEies category***

“... know your audience and tailor your remarks to what they care about most.”

*Daniel Durazo, Director of Communications at
Allianz Global Assistance USA,
Winner of SPOKEies*

"It's important to be genuine and passionate. Always listen and respond accordingly in order to make a meaningful connection with your audience – whether it's a media outlet or directly to a key stakeholder."

*Todd Kaplan, Vice President of Marketing at
PepsiCo,
Winner of SPOKEies*

"Start with the audience in mind. Being authentic and effective as a spokesperson begins by hearing your audience before you speak so that the message received is prioritized over the message delivered. To do this, you must become the subject matter expert, possessing a depth of understanding that affords the confidence to be creative, expressive and complete."

*Marc Goldman, Marketing/Sponsorship Manager of the
Marine Corps Marathon,
Winner of SPOKEies*

Meet the Past SPOKEies® Award Winners



SPOKEies® Award Winner

Category: Under 40

Todd Kaplan

Vice President, Water Portfolio – PepsiCo

North America Beverages



SPOKEies® Award Winner

Category: Non-Profit Trade Association

Mike McCormick

Executive Director and COO of the Global Business Travel Association



SPOKEies® Award Winner

Category: C-Suite Leader Non-Profit Association

Danielle Holly

CEO at Common Impact



SPOKEies® Award Winner

Category: Non-Profit Education

Patrick Riccards

Chief Communications Officer at the Woodrow Wilson Fellowship Foundation



SPOKEies® Award Winner

Category: Nonprofit Advocacy/Cause Marketing

Steve Kerber

Director of UL Firefighter Safety Research Institute



SPOKEies® Award Winner

Category: Corporate Financial Services

Greg Rosica

Contributing Author and Spokesperson to the EY Tax Guide



SPOKEies® Award Winner

Category: Non-Profit Health

Luke Margolis

Corporate Communications Manager at Atlantic Health System



SPOKEies® Award Winner

Category: Non-Profit Membership Association

Sheri Sword

Vice President of Communications at Better Business Bureau at Dayton & Miami Valley



SPOKEies® Award Winner

Category: Non-Profit Youth

Meridith Maskara

CEO, Girl Scouts of Greater New York



SPOKEies® Award Winner

Category: Corporate Health/ Pharma

Michael A. Smith, M.D.

Senior Health Scientist for Life Extension



SPOKEies® Award Winner

Category: Corporate Emerging Growth / Startups

Donna LaVoie

President and CEO of LaVoie Health Science



SPOKEies® Award Winner

Category: Corporate Travel

Daniel Durazo

Director of Communications at Allianz Global Assistance



SPOKEies® Award Winner

Category: Most Authentic Corporate

Sam Fay

Senior Vice President of Global Brand Strategy at Guinness World Records



SPOKEies® Award Winner

Category: C-Suite Leader Corporate

Donna LaVoie

President and CEO of LaVoie Health Science



SPOKEies® Award Winner

Category: Corporate Food + Beverage

Kristin Bradley

PR Manager at B&G Foods



SPOKEies® Award Winner

Category: Media

Gabe Saglie

Senior Editor for Travelzoo



SPOKEies® Award Winner

Category: Corporate Sports

Marc Goldman

Marketing/Sponsorship Manager of the Marine Corps Marathon



SPOKEies® Award Winner

Category: Corporate Technology

Roy Taylor

Founder Chief Revenue Officer MR.Studio

Previous Corporate Vice President and Worldwide Head of AMD Studios



SPOKEies® Award Honorable Mention

Category: Non-Profit Trade Association

Mark Hill

President & Chief Executive Officer at Association For Creative Industries



SPOKEies® Award Honorable Mention

Category: Non-Profit Advocacy/ Cause Marketing

Neil Vineberg

Program Director at 2-Minute Mind Check



SPOKEies® Award Honorable Mention

Category: Non-Profit Health

Justin DeJong

Vice President of Editorial and Channel Strategy at the American Medical Association



SPOKEies® Award Honorable Mention

Category: Under 40

Kristy Wallace

CEO of Ellevate Network



SPOKEies® Award Honorable Mention

Category: Non-Profit Education

Susann Miller

Director of Communication and Consumer Affairs of Better Business Bureau of Southern Arizona



SPOKEies® Award Honorable Mention

Category: Non-Profit Health

AARP's Health Spokesperson Team



SPOKEies® Award Honorable Mention

Category: Corporate Financial Services

Don Bush

Vice President of Marketing at Kount



SPOKEies® Award Finalist

Category: Non-profit Health

Suzanne Robotti

President and Lead Spokesperson for Medshadow Foundation



SPOKEies® Award Finalist

Category: Under 40

Andrew Tropeano

VP, Host, and Executive Producer at NewsWatch



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