

Jasons **SMART** Business Award



Specific **M**easurable **A**chievable **R**ealistic **T**imely

Have you had a great result from doing something **SMARTER** in your business? If you have we would love to hear from you and celebrate your success by entering you in the Jasons Travel Media/@home **SMART** Business Award. You could **win \$1000** worth of advertising upgrade (in Jasons print, web or brochure distribution) and some great publicity for your business.

Guidelines Jasons Travel Media Ltd provides this award to the owner/operator of the Bed and Breakfast accommodation who best demonstrates how working **SMARTER** has paid off. Please note award winners must be in attendance at the New Zealand Bed & Breakfast Conference to receive the award. **Entry to be received by 28th May 2010.** Please include the following information in your entry.

Additional information, photographs, copies of your own records or other material (eg. graphs, endorsements, paper clippings, etc) that you consider appropriate to illustrate your case, should accompany your entry.

CONTACT DETAILS

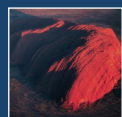
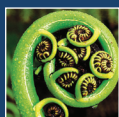
- ① YOUR BUSINESS
- ② TARGET MARKET
- ③ WHAT WERE THE CHALLENGES
- ④ ACHIEVEMENT/IMPROVEMENTS
- ⑤ RESULTS OF YOUR **SMART** INITIATIVE
- ⑥ TIME FRAME

Remember to send in any other relevant photos and information that supports your application. It helps!



Let us reward you for working **SMARTER**

Send your entries to : Jasons Travel Media, PO Box 9390, Auckland 1149 or email lynn.c@jasons.com



Jasons Travel Media Ltd

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