**2021 CEdMA  
Impact Award Application**

**Submission Instructions**

Complete the form below and submit it to [marketing@cedma.org](mailto:marketing@cedma.org) to apply for consideration of yourself for the CEdMA 2021 Impact Award. The last day to submit entries is **5 pm EST on June 30, 2021**.

**Submission Guidelines**

1. Submissions must reflect actual executed projects, not just ideas – you must have reached a results stage. Submission should be a recent or current project, completed or in process in 2019/2020.
2. While there will be only one primary applicant, the entry can reflect the work of a team or other organization(s) with whom the individual is affiliated.
3. Only one Impact Award application per member, per application period, is allowed, so choose your best project. This does not restrict you from applying for other CEdMA awards, such as the Innovation award.
4. You may be contacted if we have any questions regarding the information in your application.
5. Only current CEdMA members are eligible to apply. If you are interested in membership, learn more [HERE](https://members.cedma.org/general/register_member_type.asp?).

**Applicant Contact Information**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**If you win the award, who would you like the trophy to be made out to (for instance, yourself, your organization, your company)?**

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**Application Questions**

1. **What was the problem or opportunity that you saw? What was the outcome you desired?**
2. **How did the project unfold? For instance, what was your original plan of action? How did you have to modify your plan as you progressed? What people and resources were required to execute your plan? What change obstacles did you encounter with this new idea? Was your boss supportive or opposed? Were your peers supportive or opposed?**
3. **What were the results of your plan execution? Did you reach your desired goal? Please state the impact in percentage form rather than dollars or other direct measurements. (For instance, a revenue increase of 20%, or 10% increase in attachment to sales.)**
4. **What was your methodology for data collection and measuring your results?**
5. **List the top three learning points (lessons learned, best practices, etc.) from this experience that you would want every CEdMA member to know.**