



***The Canadian Institute of Marketing  
L'Institut Canadien du Marketing***

**James H. Jarrett Award of Marketing Excellence**

Terms of Reference

1. The Candidate must be a Professional Member of the Canadian Institute of Marketing.
2. The Candidate must be nominated by a Member in good standing of the Canadian Institute of Marketing
3. Evidence must be presented by testimony or otherwise that the product or service being the foundation of the recognition inherent in the award is a successful product or service that benefits the employer, customers and/or the general public.
4. The Candidate must be the principal developer, inventor, and/or founder of the product or service behind the recognition acknowledged by the award.
5. The award is presented at an Annual General Meeting of the membership.
6. The recipient of the award need not be present to receive it, but every attempt will be made to have the award presented at the time and date of the Annual General Meeting by a Professional Member of the Institute, representing the Institute's Council.
7. The award need not be presented annually. If there is no deserving recipient, the award will not be presented.
8. A task group of three councilors will be appointed by the Chair or Vice Chair of the Institute. The appointment will include either the Chair or Vice Chair for a total of three people on the award task group.
9. In the event of more than one candidate for the award in a calendar year, the task group will not only have to decide if the Candidate qualifies for the award, but also which of the two or more candidates is the one most worthy to receive the award.
10. The decision of the award task group is final and there will be no appeals. Any notes or minutes of discussions taken during the deliberation of the award will be destroyed once a candidate is selected. Reasons for presenting the award to a candidate will be filed with the Executive Director in writing three weeks prior to the annual general meeting.