



Innovative Marketing Award

Eligibility requirements: CE Professionals who work primarily in Georgia, have been a member of GAEA for a minimum of two years and, currently work in the field of Adult/Continuing Education.

This award recognizes marketing initiatives, projects, and/or services that are unusual, creative or innovative and will be presented to the person responsible for the development, coordination, delivery, and results of the nominated activity.

Criteria: The nominee's application must demonstrate:

- High-degree of innovation
- Approach used for planning and delivery of the program
- Audience impact
- Content value
- Results
- Assessment of results, taking into account intrinsic value and external result