



**Association of South African Travel Agents**

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The ASATA Awards ceremony will tell a good story

It's been two years since we have recognised professionalism in the travel industry and now in 2010 we will once again applaud those achievers amongst us. We will host the ASATA Awards ceremony at this year's Conference which will be held in Cape Town from the 19<sup>th</sup> to the 22<sup>nd</sup> of March. The Awards will be the final event of the conference and will be held on the Sunday night the 21<sup>st</sup> of March. In keeping with the theme for this year's Conference **Redesigning the Story of Travel**, these ASATA Awards will tell a success story about these finalists.

Not much has changed about the format we used in 2008. Individuals must be nominated for the respective categories by colleagues, managers or even suppliers and our focus remains on the individuals, not the brand. A judging panel has been appointed and will adjudicate the nameless nomination which is a good reason to ensure your nomination stands out.

The only thing that has changed in this year's format is that we have kept the entire process electronic. Not only are we managing our carbon footprint but we figured it would be easier for you in these busy times.

In the past we did receive some criticism that the forms were too long and involved but it is an important aspect considering that the judging panel does not have access to the name of the nominee or the company that they represent. We need the story about the individual you are nominating.

It is not necessary to nominate each category and we would prefer that you submit one nomination of quality for the deserving candidate than many lightweight nominations that will

not receive the attention they may deserve. Please spend the time on completing the form with as much detail as possible and use this opportunity to tell the industry an amazing story.

To access the nomination forms please go to [www.asata.co.za](http://www.asata.co.za).