



GovMark COUNCIL

Building Government IT Marketing Community

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GovMark Announces Call for Nominations for Sixth Annual GovMarks Awards

Alexandria, Va., March 29, 2011 – GovMark Council, a not-for-profit forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology (IT) market, today announced the call for nominations for the sixth annual GovMarks Awards program. The awards recognize outstanding achievements in the government IT&T marketing community in 2010.

Open to industry and government organizations, the GovMarks will honor five successful marketing programs in the following categories:

- Best Department of Defense (DoD) Marketing Campaign
- Best Federal Civilian Agency Marketing Campaign
- Best State and Local Government Marketing Campaign
- Best Creative Campaign
- Best Interactive Campaign (incorporating Web 2.0, collaboration tools, etc.)

In addition, the GovMark Council will recognize the overall best marketing program of 2010. Organizations can submit their nominations via a concise online application.

“As the noise in the Federal IT market continues to grow, marketers are challenged more than ever to deliver innovative campaigns that rise above the din, and those campaigns are the ones we want to hear about,” said Caroline Boyd, general manager, GovMark Council. “In recent years, nominees combined traditional and online media and incorporated elements such as live events and research reports to develop truly integrated strategies. We look forward to seeing what new, creative tactics this year’s nominees have applied to make their campaigns stand out from the rest.”

Evaluated by an independent panel of judges, GovMarks Award nominations are graded based on a strategic approach to government marketing, creativity and innovation, potential for generating

widespread public visibility, lead generation, as well as overall value in supporting business and/or revenue goals. Last year's GovMarks Awards winners include DLT Solutions, General Dynamics Information Technology, Lexmark Government Solutions, and Oklahoma Interactive.

GovMark Council will accept award nominations through 5 p.m. EDT on Friday, May 13, 2011. The GovMark Council will announce the winners at a luncheon ceremony on Tuesday, July 12, 2011 at 2941 Restaurant in Falls Church, Va.

To submit an awards nomination or for additional information on the GovMarks Awards program, please visit www.govmarkcouncil.org/programs-awards.asp.

About GovMark Council

The GovMark Council is a forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology (IT) market. The GovMark Council provides members with quarterly educational programs, proprietary research reports, and opportunities to interact with other senior-level industry IT marketing professionals.

Visit the GovMark Council online at www.govmarkcouncil.org.

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