

**CIRCULAR Nº: 4530**

**ASUNTO: PREMIO GEORGE HAYWARD 2024.**

Estimados compañeros:

La organización IUCAB ha convocado el Premio **GEORGE HAYWARD**, para premiar al mejor profesional en el ámbito de la intermediación comercial.

Los propuestos deben reunir los siguientes requisitos:

- ser miembro de una Asociación Nacional, perteneciente a la IUCAB, desde hace al menos 3 años.
- ser agente o haber dirigido una agencia comercial durante 5 años.
- ser financieramente sólido.

Las propuestas de candidatura deberán ser remitidas al Consejo General antes del 10 de febrero de 2024, y será éste el que haga llegar un nominado nacional a la IUCAB.

Adjuntamos a esta circular la documentación que nos ha hecho llegar la IUCAB.

Os queremos recordar que el galardonado en la edición de 2020 fue una colegiada presentada por España, la Agente Comercial Irina Kozyreva del COAC Valencia que este Consejo General presentó a la IUCAB.

Lo que se comunica a todos los Colegios en Madrid, a diecinueve de enero de dos mil veinticuatro.

EL PRESIDENTE



Fco. Manuel Mestre Barrajón

EL SECRETARIO



José Alejandro Blanco de Lara



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Vienna, December 2023

To the

- IUCAB Member Associations

## **George Hayward Award 2024 - Your Association´s nomination**

Dear Presidents,  
dear Secretaries,  
dear Colleagues,  
dear IUCAB friends!

IUCAB starts up the nomination process for the George Hayward Award 2024 in honour of George Hayward's dedication to the commercial agency profession.

The 14<sup>th</sup> George Hayward Award was won this year by Mr. Arnaud Heteau, from HCA Consulting & Actions (FNAC, France).

**The winner of the 15<sup>th</sup> Award will be announced at the occasion of the IUCAB Delegates Meeting on 10<sup>th</sup> May 2024 in Vienna, Austria.**

The IUCAB Executive Committee looks forward to receiving one nomination from each IUCAB Member Association for the Award.

**The Nominee has to be nominated by the IUCAB Member Association and must meet the following requirements:**

- be a National Association Member for at least 3 years,
- be an agent or run an agency for 5 years and
- be financially sound.

Please note that the application is not open to Delegates and Participants of the IUCAB Conference of Delegates.

We kindly invite IUCAB Member Association to nominate a candidate for the George Hayward Award 2024 and to inform the IUCAB Secretariat about your Association's nominee for the Award. Enclosed you find the Application Form for the nomination.



The nomination should preferably be done with a completed version of the attached form or, if not be possible, with a written motivation which covers as many of the items listed in the attached form as possible and all other relevant information your Association may wish to present.

The IUCAB Executive Committee will decide who of the nominated persons will receive the Award after having considered the credentials of each national candidate. In order to allow the IUCAB Executive Committee for a timely examination of all nominations and to select the winner of the Award,

**you are kindly requested to submit your nomination to the IUCAB Secretariat  
not later than Thursday, 15<sup>th</sup> of February 2024.**

We thank you in advance for your support and look forward to receiving a nomination from your Association.

Should you have any further questions with regard to the above, please do not hesitate to contact us.

Best regards

A handwritten signature in black ink, appearing to be 'Olivier Mazoyer', written in a cursive style.

Olivier Mazoyer  
President

A handwritten signature in black ink, appearing to be 'Christian Rebernig', written in a cursive style.

Christian Rebernig  
Secretary General

Enclosure



# GEORGE HAYWARD AWARD 2024 THE IUCAB COMMERCIAL AGENT OF THE YEAR

## APPLICATION FORM

Application to be sent not later than 15<sup>th</sup> February 2024 to [info@iucab.com](mailto:info@iucab.com)

Name of the candidate (Agent or Agency)
Corporate name of the Agency
Date of incorporation
Field of business
Address details Phone E-mail Website
Number of employees

Does the Agency carry out activities for foreign principals?

yes  no

If affirmative, in which countries?

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How many principals are currently represented by the Agency?

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Commission earned in € according following margins:

	50.000 - 100.000	100.000 - 400.000	> 400.000
2021	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2022	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Indication of the spreading of the Agency income over the principals it represents:**

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**Market position of the Agency:**

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**Growth strategy of the Agency:**

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**Key success factors of the Agency:**

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**Description of the brand portfolio represented by the Agency:**

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**What kind of additional services does the Agency provide (e.g. merchandising, translation, market studies, etc)?**

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**A description of the measures taken in order to improve the services/the quality of the services provided by the Agency:**

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**What kind of education has been followed during the last 3 years?**

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Description of the main features of the relationship with the principals represented:

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Is the Agency in regular search of new principals? And if affirmative what kind of search methods are being used?

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Tell us your success story! (5 - 10 lines)

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Please send the completed form to [info@iucab.com](mailto:info@iucab.com)

We wish you good luck!

**Submit application**