



Press release No 4:

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Heading: TR GO for GOLD Awards featuring the Above and Beyond People award category

Entries opening date: 3rd April 2023 – 2nd June 2023

Entry fee £250 plus 20% vat where applicable (10% discount for TFWA members)

www.trgoforgoldawards.com

This is the third in our series of award category articles, this time focusing on our people award 'Above & Beyond'. This award is for people who go 'Above and Beyond' to ensure their product's success. Our award category expert on this occasion is Marcus Griffin, former HR Americas, Dufry where his focus was integration & people operations.



Marcus began his TR career back in 1996 with ARI having responsibility for L&D where he rolled out training & HR initiatives. He moved to Dufry HQ in 2009 at a time of acquisition & growth and introduced a new suite of training & people initiatives linked to sales development & growth.

Entry eligibility:

1. Individuals and teams must work for an organisation that is an exhibitor at TFWE, Cannes 2023.
2. You may nominate the team you are a member of, but you cannot nominate yourself as an individual.
3. Nominated individuals and teams do not have to be 'physically present' at TFWE Cannes, 2023. The TR Go for GOLD award will be presented to attending colleagues, who can then in turn present to their winning colleague/s

One retailer who we approached to sense-check our Above and Beyond 'Guide to Gold' suggested we include leadership and integrity to the judging criteria, for example;

- Leadership - either leading the industry to achieve certain breakthrough, overcome crisis or leading the team to achieve great results



- Integrity - This is a very important quality for the TR industry too, always making sure they do the right things even when no one's watching

Other example of excellence and best practice included in the judging criteria are:

- a) Outstanding achievement or contribution through creative solutions
- b) Their effectiveness ensured projects are completed on time
- c) Their efficiency ensured projects are completed within budget
- d) Their cooperation made your day that extra bit easier
- e) When stress levels are running high, they remain graceful
- f) Their inquisitiveness ensures all opportunities are fully investigated
- g) Their positive approach contributes to the success of the project
- h) Their trustworthiness means that you can always rely on them
- i) Their assertiveness keeps projects on track
- j) Their passion for getting the job done is inspirational

Marcus said, 'I'm delighted to be asked as a judge for the TR 'Go for Gold' awards as it adds value to the TR industry & will set clear standards of excellence".