



2019

AUTO RENTAL NEWS

PROFESSIONAL OF THE YEAR AWARD: OPERATOR

THE PROFESSIONAL OF THE YEAR AWARD WILL HONOR AN ASSOCIATE FROM AN AUTO RENTAL COMPANY WHO DEMONSTRATES AND PROMOTES OUTSTANDING CUSTOMER SATISFACTION AND SALES PERFORMANCE WITHIN THE CAR RENTAL PROCESS. IN CONJUNCTION WITH *AUTO RENTAL NEWS*, THE AWARD PROVIDES A FORUM FOR THE AUTO RENTAL INDUSTRY TO CELEBRATE ITS CHAMPIONS, ENHANCE INDUSTRY MORALE AND PUBLICIZE ITS GOOD WORKS.



AWARD CATEGORIES

The Professional of the Year Award in the operator category will be presented to one associate of a corporate, franchise, or independent car rental operation. (For associates of a vendor to the auto rental industry, see separate prospectus.)

ELIGIBILITY

Associates from auto rental operations worldwide are eligible for the awards. There is no limit to the number of applications per company.

APPLICATION PROCESS

Award candidates may apply on their own behalf or have someone apply for them. To begin the application process, please visit www.InternationalCarRentalShow.com/awards. If you need assistance, email Michaela Kwoka-Coleman, assistant editor of *Auto Rental News*, at michaela.kwoka-coleman@bobit.com.

JUDGING

A panel consisting of an *Auto Rental News* editor and four prominent industry members will judge the awards. Each entry will be graded on a scale of 0-10. The highest overall scorer will win the award.

RECOGNITION/MEDIA

Winners will be recognized during the awards ceremony at the 2019 International Car Rental Show, taking place April 14-16 at Paris Las Vegas.

Winners will receive a trophy and be featured in an article online at AutoRentalNews.com.

Deadline for applications: March 1, 2019.



PERFORMANCE EVALUATION CRITERIA - OPERATOR

CUSTOMER SERVICE

Does the nominee regularly go above and beyond the position's job description to serve the customer? Has the nominee developed or transformed internal processes and resources to meet customer expectations? Has the nominee given personal time or resources to serve customers? Does the nominee have a particularly noteworthy story or stories in which he/she served the customer?

OPERATIONS MANAGEMENT

Does the nominee regularly perform his/her duties above and beyond the job description? Has the nominee instituted or refined a procedure or process that has increased efficiency, improved cost savings or resolved a problem?

SALES

In what ways has the nominee increased sales at the location, through outside sales or over the counter? How does the nominee work to achieve repeat business and future referrals?

LEADERSHIP

How does the associate demonstrate leadership at the company? Have other associates learned from this employee? Have other associates increased production and efficiency under/alongside of this employee?

INDUSTRY AND COMMUNITY INVOLVEMENT

Is the associate involved in any civic or community organizations or events? On behalf of the company, does the associate promote a positive image to the community? Does the nominee have any other notable professional achievements?