

**IFMA**

**GOLD & SILVER**  
— PLATE AWARDS —



# Crafting a Winning IFMA Silver Plate Nomination

# Webinar Reminders

- Attendees are muted
- Submit questions using the Question box
- Any follow-up to [kathleen@ifmaworld.com](mailto:kathleen@ifmaworld.com)
- Webinar recording will be on [IFMAworld.com](http://IFMAworld.com)



# Today's Speakers

**Nancy Kruse**

President, The Kruse Company



**Courtney Sriha**

Director of Connectivity, IFMA



**Kathleen Sysma**

Director of Communications, IFMA





# Webinar Agenda

- Gold & Silver Plate Awards Background
- Demystifying the Process & FAQ
- Timeline
- Benefits of Nominating
- Definitions, Criteria, & Categories
- Nomination Form & Resources
- Q&A



# Gold & Silver Plate Awards Background



- IFMA launched Awards in 1954
- Celebrates outstanding and innovative individuals
- Winners from nine segments
- Annual Award Celebration – May in Chicago
- One Silver Plate winner chosen to receive Gold Plate Award





# Demystifying the Process

- Jury Composition
- Prescreen Process
- Evaluation and Confidential Proceedings
- Gold Plate Award



THE INTERNATIONAL  
GOLD AND SILVER  
PLATE SOCIETY



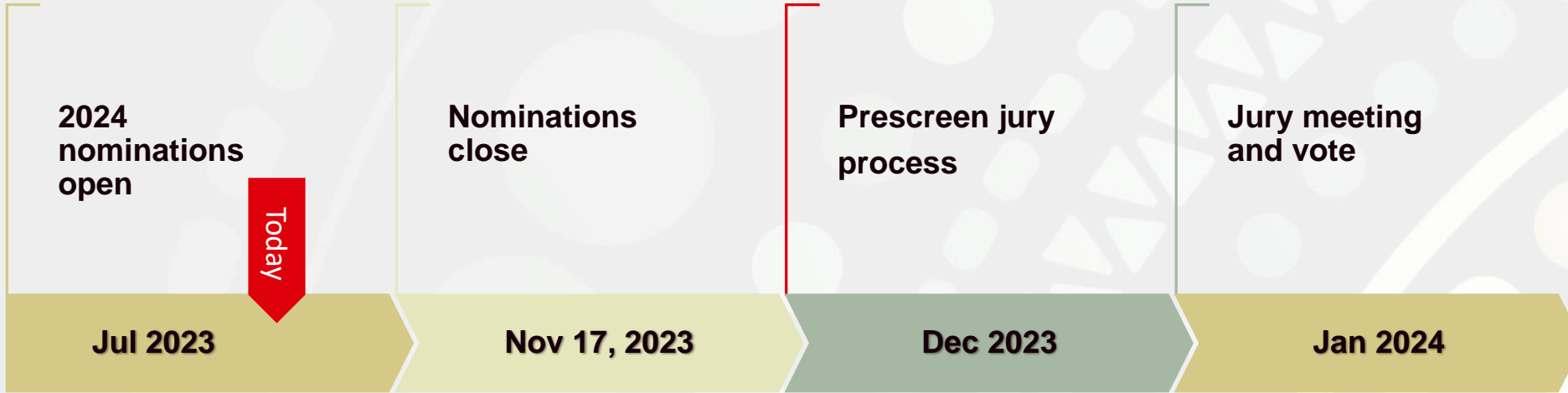
# Demystifying the Process: A Peek Inside the Jury Room

## FAQ

- What is the jury looking for?
- Is this a lifetime achievement award?
- Does the jury give more weight to a candidate with multiple nominations?



# Timeline



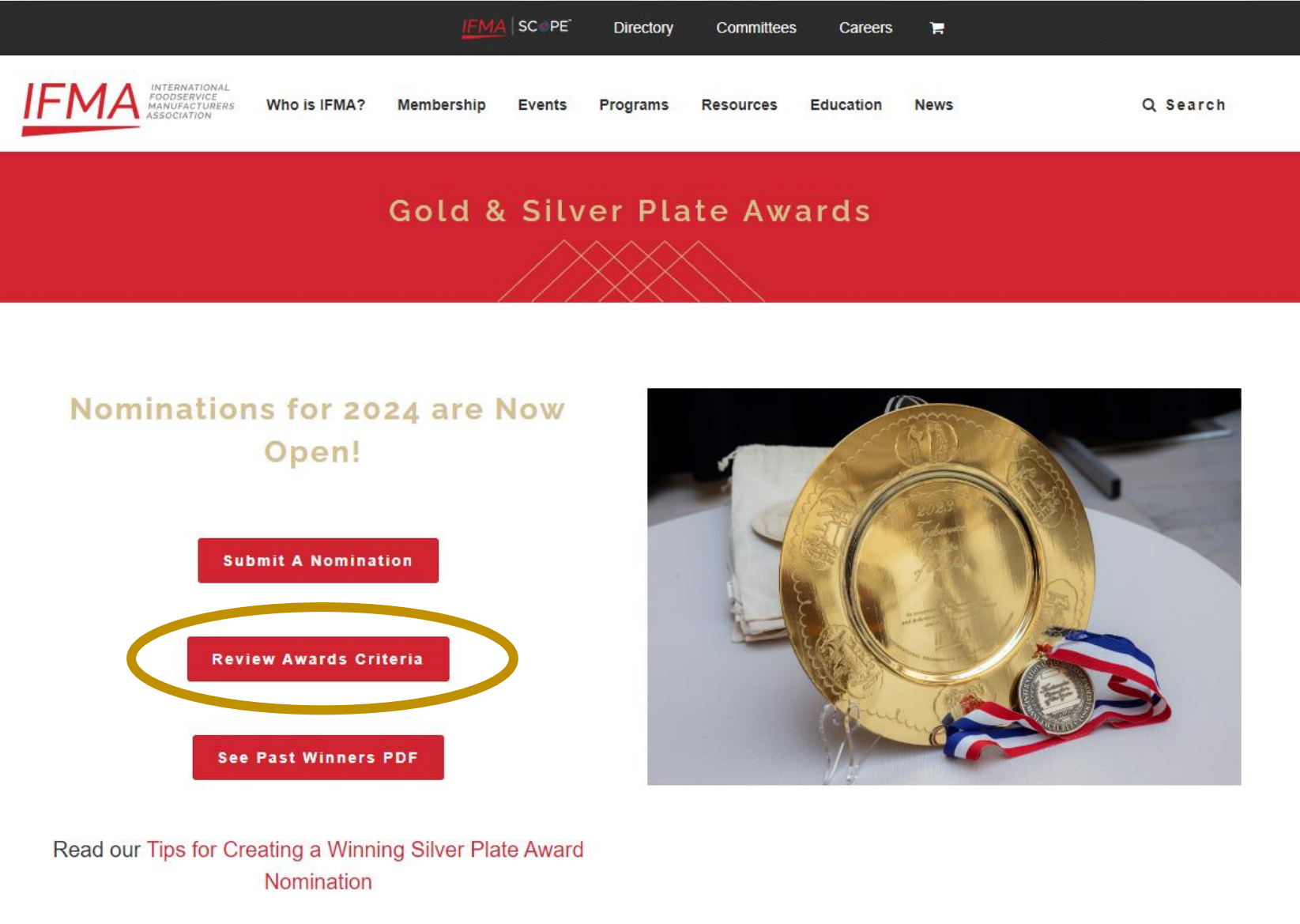


# Benefits of Nominating

- Strengthen relationships with key customers
- Align brand with industry leadership and excellence
- Be recognized in IFMA promotions, communications, and during Gold & Silver Plate Awards Weekend



# Definitions & Criteria



The screenshot shows the IFMA website's navigation bar with links for 'Who is IFMA?', 'Membership', 'Events', 'Programs', 'Resources', 'Education', and 'News'. A search bar is located on the right. Below the navigation is a red banner with the text 'Gold & Silver Plate Awards'. The main content area features the heading 'Nominations for 2024 are Now Open!' and three red buttons: 'Submit A Nomination', 'Review Awards Criteria' (circled in yellow), and 'See Past Winners PDF'. To the right of the text is a photograph of a gold plate award with a ribbon. At the bottom, there is a link to 'Read our Tips for Creating a Winning Silver Plate Award Nomination'.



# Categories

- Independent Restaurants/Multi-Concept
- Chain Full Service
- Chain Limited Service
- Business & Industry/Foodservice Management
- Healthcare
- Elementary & Secondary Schools
- Colleges & Universities
- Grocery, Convenience, & Specialty Retail (formerly Retail & Specialty Foodservice)
- Travel & Leisure Foodservice (formerly Hotels & Lodging)





# Nomination Form

- [The form can be accessed directly](#) or via [IFMA's website](#) > Programs > [Gold & Silver Plate Awards](#)
- You may save and return to complete
- Reminder: individual award, not company
- 200 word limit on long form questions



## 2024 IFMA Gold & Silver Plate Nomination Form

DEADLINE FOR NOMINATIONS IS NOVEMBER 17, 2023.

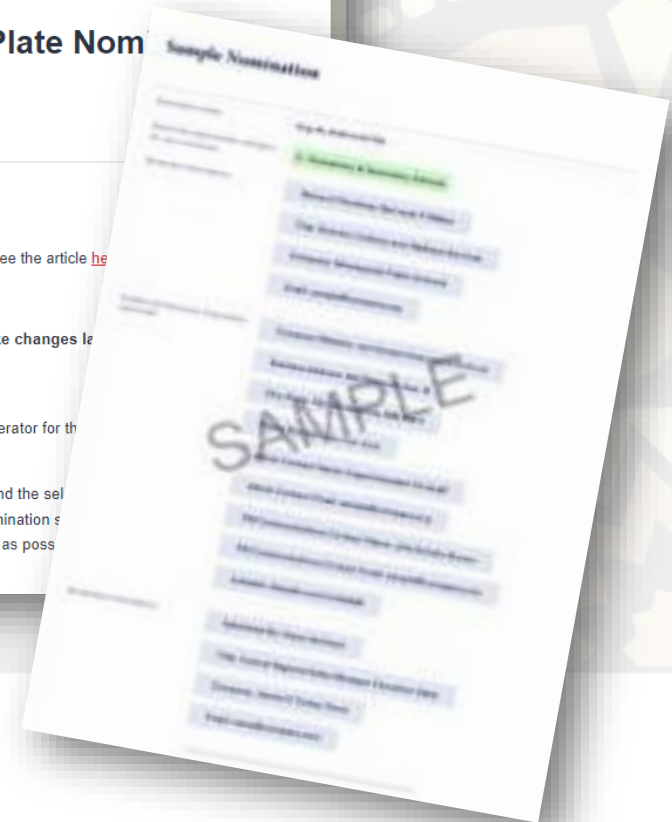
For tips on how to create a winning Silver Plate nomination, see the article [here](#).

For a list of past Gold & Silver Plate Winners, see [here](#).

Please note you can save your work and go back to make changes later. Click the "Save" button on the bottom of the form.

IFMA Members, thank you for nominating an outstanding operator for the Silver Plate Awards.

The Awards Nomination process is extremely competitive, and the selected nominee will be compared to other nominees. Remember, your nomination sets this operator apart. Please be as thorough and detailed as possible in describing the nominee's unique qualifications.



# Resources

- [Tips for Creating a Winning Nomination](#)
- [Criteria](#)
- [Past Winners](#)
- [IFMA Associate Members](#) who specialize in marketing communications

Kathleen Sysma, IFMA Director of Communications  
[Kathleen@ifmaworld.com](mailto:Kathleen@ifmaworld.com)



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**Q&A**



# Upcoming Programs & Events

- Nov 5-7<sup>th</sup> Presidents Conference - Scottsdale, AZ
- Nov 14<sup>th</sup> Foodservice Fundamentals™ - Chicago, IL (on-demand or custom options available)
- March 3-5, 2024 COEX - Kansas City, MO
- May 18, 2024 Gold & Silver Plate Awards Celebration - Chicago, IL

