



GovMark COUNCIL

Building Government IT Marketing Community

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Fourth Annual GovMarks Awards Open for Nominations

GovMark Council to Recognize Excellence in Government IT Marketing

Alexandria, Va., March 5, 2009 – [GovMark Council](#), a not-for-profit forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market, today opened the fourth annual GovMarks Awards to nominations. The awards, hosted by the GovMark Council, honor 2008 government technology marketing achievements.

Open to industry and government submissions, the GovMarks Awards will honor four successful government technology marketing programs. The GovMark Council will present awards 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

In addition, GovMark Council will recognize the overall best marketing program of 2008. Interested organizations complete a concise, five-question application online.

“Government marketing teams are becoming more creative in these challenging economic times, using new media in addition to traditional channels to heighten brand and program awareness and generate qualified leads,” said Caroline Boyd, general manager, GovMark Council. “We look forward to reviewing this year’s submissions and honoring the 2008 winners.”

Evaluated by an independent panel of judges, GovMarks Awards 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. Previous GovMarks Awards winners include the Utah State Department of Occupational and Professional Licensing, General Dynamics Information Technology, Unisys, BearingPoint, and the U.S. Department of the Interior.

GovMark Council will accept award nominations through 5:00 p.m. ET on Friday, May 1, 2009. The fourth annual GovMarks Awards will be presented at a luncheon and ceremony on Tuesday, July 28, 2009 in Washington, D.C.

For additional information on the GovMarks Awards program or to submit a nomination, 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 and Telecommunications (IT&T) market. The GovMark Council provides members with quarterly educational programs, proprietary research reports, and opportunities to interact with other senior-level industry IT&T marketing professionals. Visit the GovMark Council on www.govmarkcouncil.org.

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