



Chicago's Multichannel  
Response Marketing Community



## 2017 Tempo Awards Honor Chicago's Most Successful Marketers

*Enter now to get your successful 2016 campaigns and top marketers recognized by CADM*

CHICAGO (February 27, 2017) –Did you lead a marketing campaign that delivered remarkable, measurable results in 2016? If so, enter your campaign in this year's Tempo Awards, which recognize the Chicago area's most innovative marketers.

Whether your success was based on email, direct mail, social media or all of the above in an integrated campaign, the Tempo Awards – which are sponsored by the Chicago Association of Direct Marketers (CADM) for members and non-members – provide an opportunity to be considered among the top marketers in the Chicago area. The winners are announced at the Tempo Awards Gala, which takes place July 13, 2017 at Venue SIX10, 610 S. Michigan Ave., Chicago.

“Every year, we review some of the most impressive marketing campaigns in the Chicago region for the Tempo Awards,” said CADM Tempo Awards Chairman Brad Schwab. “We also recognize some of the top marketers in our individual awards, which are among the most sought-after honors in the industry.”

CADM members and non-members alike are encouraged to submit their outstanding multichannel response marketing work in 20 categories, including:

- **Integrated Marketing**
- **Email**
- **Mobile App**
- **Branded Website**
- **Social Media**
- **Viral Video**

CADM also encourages members to nominate a colleague for one of the Multichannel Response Marketer Awards, which honor both influential and up-and-coming industry leaders in four categories:

- **Charles S. Downs Chicago Response Marketer of the Year**—the Tempo's most prestigious award, honoring an individual who has demonstrated exceptional career and leadership achievements, including innovating new concepts and practices.
- **Susan Kryl Silver Marketer of the Year**—recognizing up to three individuals with at least 25 years of experience and outstanding achievements within the Chicago marketing community.
- **The Emerging Leader of the Year Award**—recognizing five younger leaders with up to eight years of experience in Chicago's marketing community.



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- **The Pat Wheelless Mentor of the Year Award**—honoring an outstanding mentor and leader in the Chicago marketing community.

All entries and nominations must be submitted by **March 24, 2017**. To submit your work or nominate a marketing professional, please visit our [2017 Tempo Awards Entry Portal](#). For the full list of categories, visit [www.cadm.org/tempo-awards/entries/faqs](http://www.cadm.org/tempo-awards/entries/faqs).

For more information about the 2017 Tempo Awards, visit: [www.cadm.org/tempo-awards](http://www.cadm.org/tempo-awards) or contact Glenda Sharp at [info@cadm.org](mailto:info@cadm.org) or 312-849-2236.

**About CADM:** As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

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