



Is your awards program ready for another great season?

There's a lot to get done before the start of your call for entry, so before opening the floodgates, make sure you've got everything in ship-shape! Use this checklist as a guide to help you make sure you've covered all your bases.

| <u>TASK</u>  | <u>DUE DATE</u> | <u>IN PROGRESS</u>       | <u>COMPLETE</u>          |
|--|-----------------|--------------------------|--------------------------|
| <b>1. Create your awards website</b> - Your awards website is where people go to learn more about your program and apply. As the main source of information, it's one of the most important elements of your program to have ready. Your website should include the following: | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Overview Page  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Call for Entry   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Submission Form  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Information About Your Judges  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Historical Winners Gallery   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Rules / Eligibility Requirements   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • FAQ  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Awards Gala Info   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Contact Page   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>2. Prepare your marketing strategy</b> - We think it goes without saying, but if you don't have a solid marketing plan, who's going to apply or even hear about your awards program? A killer awards marketing strategy should include:                                     | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Press Release(s)   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Emails   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Content Calendar   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Prepared messages for social media   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Ads  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>3. Set up your judging process</b> - There's more to judging than just having some folks sift through submissions. To really get a judging process that not only stands out, but improves your awards program (instead of causing additional headaches) be sure to:         | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Select Industry Experts to Judge Entries   | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Train Judges on Your Unique Judging Processes  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Create a Plan for the Judging Process  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Prepare Arrangements for Any Judges Attending the Awards Ceremony  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |
| • Create Judging Criteria  | _____           | <input type="checkbox"/> | <input type="checkbox"/> |



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|---|----------|--------------------------|--------------------------|
| <b>4. Get a dedicated staff up to speed</b> - Your awards program isn't going to prepare itself! It's important to have a team that's dedicated to making your program a success. Ideally your staff would be broken down thus:   | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| • <b>Executive Director</b>   | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| • <b>Program Manager</b>  | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| • <b>Marketing</b>  | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| • <b>Support</b>  | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| • <b>Event Planner</b>  | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| • <b>Chair / Committee (if applicable)</b>  | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>5. Get a "sales" strategy in place</b> - Getting the desired number of entrants can be difficult. Getting these entrants to complete their entries can be even more difficult. That's why it's a good idea to set up a "sales" strategy. Some of the tasks will include: | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| • <b>Compiling a List of Potential Entrants</b>   | _____    | <input type="checkbox"/> | <input type="checkbox"/> |
| • <b>Establish a Strategy for Contacting Entrants</b>   | _____    | <input type="checkbox"/> | <input type="checkbox"/> |

And now you're ready to go! Congratulate yourself on a job well done.

Additional Notes:

## DO YOU HAVE A PLAN IN PLACE FOR YOUR PROGRAM & THE RESOURCES TO MAKE IT A SUCCESS?

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Read more about how an awards consulting agency can help take your awards program to the next level.



Or talk with one of our OpenWater Interactive team members today!

**CHAT WITH US TODAY**

