

# 2014 OpenWater Awards Program

## PR Guide

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A definitive guide to keeping people up to date for your awards program



# OpenWater

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# 1. Call for Entry Announcement

## OpenWater Issues Call-for-Entries

For Immediate Release

Contact: John Smith, 202-555-5555

Date: 11/18/2014

November 18, 2014, Washington, DC -- OpenWater has issued its Call-for-Entries for the 2013–2014 Awards Competition.

The annual OpenWater Awards Competition recognizes exceptional award programs created in 2014. The OpenWater Awards were created to raise awareness and exposure of the outstanding work being done in the awards industry.

All entries must be received by 11PM EST on 5/01/2014, via online submission. Entry fees are \$455 for members and \$355 for non-members.

A distinguished panel of awards industry professional will gather in Washington, DC, the weekend of 5/10/2014 to select the winners from an anticipated 1,200 entries. To be eligible for consideration, all work must have been published or aired between January 1, 2013, and December 31, 2013.

The OpenWater Awards winners will be honored during a black-tie dinner gala on 8/1/2014 at the Aria in downtown Las Vegas.

The OpenWater Awards Competition is sponsored by nonprofitCMS, a member association comprised of awards professionals. Proceeds from the OpenWater Awards help support the educational programs, public service projects and proactive government relations efforts in the awards industry.

For more information or to receive an OpenWater Awards entry packet contact John Smith the OpenWater Awards competition chair at 202-555-5555 or [name@openwatertech.com](mailto:name@openwatertech.com).

\*\*\* Enclosure: OpenWater Awards Call-for-Entry

## 2. Judge Selection Announcement

### Judges selected for 2013 – 2014 OpenWater Awards

For Immediate Release

Contact: John Smith, 202-555-5555

Date: 11/18/2014

November 18, 2014, Washington, DC -- OpenWater has confirmed the 5 member creative panel that will judge entries of the 2013–2014 OpenWater Awards. The OpenWater Awards were created to raise awareness and exposure of the outstanding work being done in the awards industry.

Judging will be conducted the weekend of 7/1/2014. Entries will be judged on creative excellence and relevancy to the category for which they are submitted. All finalists will be notified by mail the week of 7/15/2014 and winners will be honored at a black-tie gala 8/1/2014.

All entries must be received by 11PM EST on 5/01/2014, via online submission. Entry fees are \$455 for members and \$355 for non-members. For more information or to receive an OpenWater Awards entry packet contact John Smith the OpenWater Awards competition chair at 202-555-5555 or [name@openwatertech.com](mailto:name@openwatertech.com).

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## 3. Winners Announcement

**OpenWater presents the 2013 – 2014 Award Winners**

For Immediate Release

Contact: John Smith, 202-555-5555

Date: 11/18/2014

November 18, 2014, Washington, DC -- OpenWater presented its 2013 – 2014 Awards for award program excellence Saturday night at the Aria in Las Vegas. This annual dinner and awards presentation was attended by over 600 individuals in the event and awards industry.

Of the 1,200 entries received by OpenWater, 5 first place awards and 3 second place awards were presented. Entries were judged based on creativity, originality and creative strategy.

Following is a complete list of all the 2013–2014 OpenWater Awards winners:

- **Best Awards Program:** ABC Organization Awards
- **Best Call For Entry Template:** XYZ Organization Awards
- **Best Awards Marketing:** ADF Organization Awards
- **Best Awards Show:** ADFASDF Organization Awards
- **Best Use of Judging Criteria:** NZB Organization Awards
- **Best Use of Automated Emails:** LOO Organization Awards
- **Best Awards Website:** FBK Organization Awards
- **Best Awards Video:** GOOG Organization Awards
- **Most Entries:** PLL Organization Awards
- **Best In Person Judging Event:** VLO Organization Awards

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