



HOW TO: SHOWCASE YOUR JUDGES

Finding the right judges for your awards program can increase the prestige of your program, as well as be a great source of publicity. Awesome!

So you've found these judges that are going to make your awards program even more successful. What do you do now? Let the world know! How? Below is a checklist we've made, with some advice, to help you get the word out about your judges.

1. Update Your Awards Website

This is a big one. A section of your awards website should be devoted to your judges. Include a brief bio, focusing on what makes them qualified to judge. Don't forget to add a picture - people want to be able to put a face to the name!

Judge's Bio

Experience/Qualifying Credentials

History with Program (if any)

Photo

Contact Info (if appropriate)

2. Email It

Don't forget about email! Be sure to send out the announcement of your judges selection to your contacts (this can look a lot like your press release, but with a photo). It's important to keep people in the loop about your awards program, not only to make sure they're up to date on the latest news, but also to keep them excited.

Judge's Bio

Experience/Qualifying Credentials

Link to Awards Website

Photo

Short, But Interesting Subject Line

3. Distribute a Press Release

Yes, you definitely should send out a press release when you've selected your judges. It remains a good way to spread the word about significant updates in your organization. (To learn more about the importance and purpose of press releases, check out our Awards Marketing Bible [\[click here\]](#).)

Distribution (where are you sending it?)

Relevant Quote (from judge or awards admin)

Draft of Content

Catchy Headline

Link to Awards Website

Proofread

4. Take to Social Media

If you want to spread information quickly and effectively, we all know social media is the place to do it. So head to the social networks where you and your target audience are spending their time and share the news! Be sure to craft each message to fit the social network (e.g. a LinkedIn update should be a little longer than your message on Twitter).

Photo

Personalized Awards Hashtag (e.g. #OpenWaterAwards)

Craft Messages

Send 'em Out!

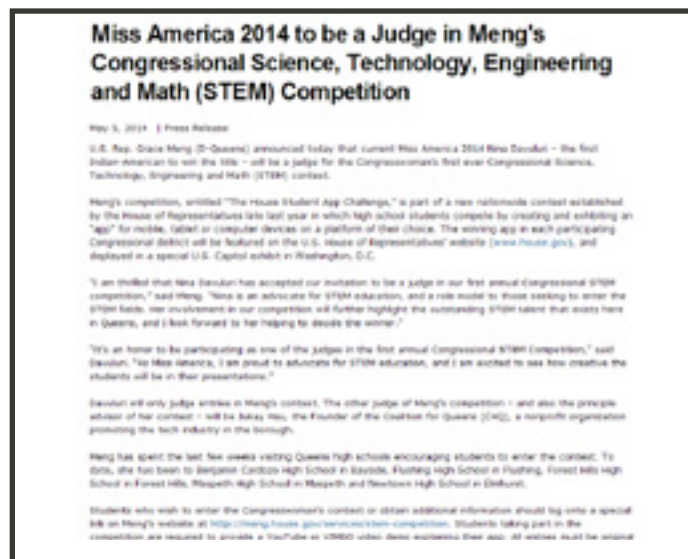
WANT TO SEE WHAT WE'RE TALKING ABOUT?

Check out these examples!

Awards Website



Press Release



Social Media



Curious about how to take your awards judging to the next level?

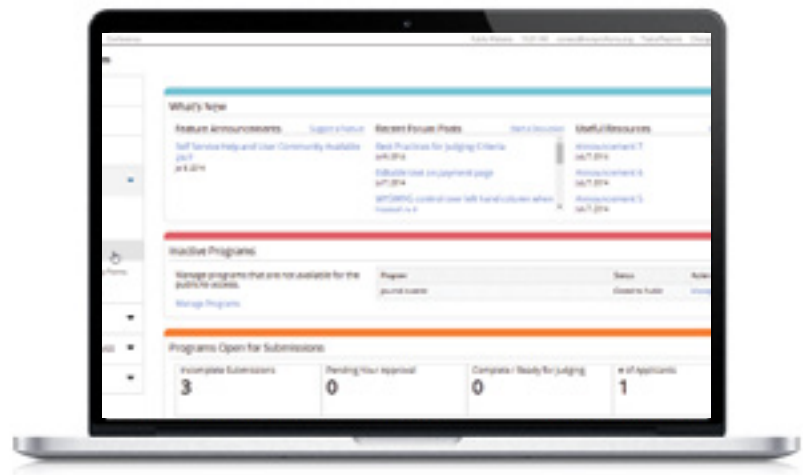
See how OpenWater can help!

How Judging with OpenWater works:

Simplified Process: The judging process is simplified with OpenWater's online system. All you need to do is login to see a single, comprehensive view of all the information you need.

Clarity for Admins: Awards admins have total visibility over the judging process. They can monitor judges through real time stats of completed, in-progress, or remaining entries. Admins are also able to see scores as absolutes or percentiles, giving them the option to automate selection of winners (i.e. top 10%) or select them manually.

Fit to Your Program: Our judging system can be tailored to fit your unique judging process - whether that's single or multiple round or public vote, in-person or online. You can also go in and assign judges to certain entries in any way you want.



Just click the button below and fill out the proceeding form to request a demo.

REQUEST A DEMO TODAY!