## WORKSHEET 0

### INTRODUCTION

Awards 101: The Missing Manual for Awards Professionals

### OVERVIEW

Imagine your awards program comes to a party and needs to introduce itself to a complete stranger. What would you want it to say? Probably, its name, its occupation, goals in life and something else along these lines. Please help your program word these statements succinctly and accurately.

### YOUR AWARDS PROGRAM AT A GLANCE

The questions below are very basic, but they may help you (and consequently others) understand the essence of your program and why it is around.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Answers</th>
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<tbody>
<tr>
<td>Name of Awards Program</td>
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<tr>
<td>Your program in 2-3 sentences</td>
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| How long has your program been around?                | ● Brand new  
                                                                  ● Less than 3 years  
                                                                  ● 3 - 10 years  
                                                                  ● More than 10 years |
| What do people trust your program most for?           |                                                                         |
| Which goals are most important to you?                | ● Increase submissions  
                                                                  ● Increase revenue  
                                                                  ● Get a particular prestigious entrant to apply |