

# 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.

| Questions                                   | Answers  |
|---|--|
| Name of Awards Program                      |  |
| Your program in 2-3 sentences               |  |
| How long has your program been around?      | <input type="radio"/> Brand new<br><input type="radio"/> Less than 3 years<br><input type="radio"/> 3 - 10 years<br><input type="radio"/> More than 10 years         |
| What do people trust your program most for? |  |
| Which goals are most important to you?      | <input type="checkbox"/> Increase submissions<br><input type="checkbox"/> Increase revenue<br><input type="checkbox"/> Get a particular prestigious entrant to apply |