

# WORKSHEET 1

## PREPARE FOR THE AWARDS CYCLE

### Awards 101: The Missing Manual for Awards Professionals

#### OVERVIEW



The work on the new awards program cycle usually begins the next day after the gala – collecting feedback, analyzing issues experienced during the last cycle, adjusting categories, understanding discrepancies between planned and actual figures, etc.

We suggest that you start from allocating the human resources necessary at each stage of the process, as well as determining and justifying high-level goals for the upcoming cycle.

#### AWARDS CYCLE RESPONSIBILITY MATRIX



Work backwards from the Awards Gala and start determining who will be responsible with high level strategic due dates.

Stage	Name(s) of Staff Allocated	Due Date
<b>Preparation for New Awards Cycle</b> <ul style="list-style-type: none"><li>- Review of Prior Year Feedback</li><li>- Updates to Rules / Categories</li><li>- Updates to Awards Website / FAQs</li></ul>		
<b>Call for Entries Process</b> <ul style="list-style-type: none"><li>- Marketing to Entrants</li><li>- Answering Entrant Questions</li><li>- Collecting Physical Entries (if applicable)</li></ul>		
<b>Judging Period</b> <ul style="list-style-type: none"><li>- Finding Notable Judges</li><li>- Assigning Judges to Entries</li><li>- Communicating with Judges</li></ul>		
<b>Gala / Winner Notification</b> <ul style="list-style-type: none"><li>- Communication with Finalists / Winners / Non-Winners</li><li>- Coordination with Trophy Manufacturer</li><li>- Coordination with Gala Venue</li></ul>		
<b>Wrap-Up</b> <ul style="list-style-type: none"><li>- Send Surveys for Entrants, Judges, and Gala Participants</li><li>- Consolidate Feedback to restart cycle</li></ul>		

# GOALS

**i** Think of the overarching goals and specific number you want this cycle of your awards program to achieve.

Goal	Details
<b>Top 3 Strategic Goals</b>	
<b>Number of Entrants</b>	
<b>Number of Entries</b>	
<b>Revenue Goal</b>	