

WORKSHEET 2

LAUNCHING A NEW AWARDS PROGRAM

Awards 101: The Missing Manual for Awards Professionals

OVERVIEW



Once you are done with preparatory steps in Worksheet 1, you are ready to go deeper into detailing what your awards program will be: what it primarily recognizes, where will the entrants come from and how they will be split up into categories, who the judges will be and what kind of criteria they will use, etc.

This is still a high-level planning, but we are now at 10,000 feet, not 20,000.

DEFINE YOUR PROGRAM FOCUS



Think carefully about what your organization actually stands for and make it clear to the target audience.

Questions	Answers
What does your program recognize?	<input type="checkbox"/> Innovation <input type="checkbox"/> Achievement <input type="checkbox"/> Person in some field <input type="checkbox"/> Product <input type="checkbox"/> Brand-related accomplishment
What is the focus of your organization?	<input type="radio"/> Our organization focuses on the consumer. We have a relationship with individuals because they use our product. (brand-focused) <input type="radio"/> Our organization is a go-to source for information on a particular subject. (thought-leader focused)
If brand-focused, what are the key aspects of your brand you want people to recognize?	1. 2. 3. ...
If brand-focused, what are the key benefits of being a winner?	<input type="checkbox"/> Major Ego Boost <input type="checkbox"/> Personal Marketability <input type="checkbox"/> Tangible Benefit (\$)
If thought-leadership focused, what is it we do/know better than everyone else that we can recognize?	1. 2.

	3. ...
If thought-leadership focused, what are the key benefits of being a winner?	<input type="checkbox"/> Name recognition from increased publicity <input type="checkbox"/> Increase in business from bestowed prestige <input type="checkbox"/> Tangible Benefit

ENTRANTS & CATEGORIES

i	<i>Who are the people you want to participate in your awards program? What share of them will deserve recognition?</i>
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Questions	Answers
What are your primary sources for new entrants?	<input type="checkbox"/> Your organization/association <input type="checkbox"/> Peer organizations/associations <input type="checkbox"/> Your customers/clients <input type="checkbox"/> Your competitors <input type="checkbox"/> Someone you think is potentially worth an award <input type="checkbox"/> General public
- List peer organizations/associations you may attract entrants from.	
- List customers/clients you may attract entrants from.	
- List competitors you may attract entrants from.	
- List people/categories of people/etc. you consider worthy of participation.	
What is the percent of finalists relative to the overall number of entrants?	
What is the percent of winners relative to the overall number of entrants?	
How many categories is your program divided into?	
What is the average number of entrants per category?	

JUDGING & CRITERIA

i	<i>Who will be the best judges for your program? Where are you going to find them? How will you ensure unbiasedness and objectivity?</i>
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Questions	Answers
What type of judging do you use in your program?	<input type="checkbox"/> Professional

	<input type="checkbox"/> Peer <input type="checkbox"/> Past winners
What are the similar awards program in your field whose past winners can act as judges?	
Who are the popular and respected speakers in your field who would be suitable to act as judges?	
Who are the stellar leaders or executives of the companies in your field who would be suitable to act as judges?	
How many questions does your judging form include?	
How many criteria do these questions correspond to?	
Which of the criteria can have metrics to measure against?	
Are there instances when some entries within a category do not have certain characteristics to be assessed against all criteria? If yes, which?	
Choice between which categories may be confusing for the applicant?	
Which of the following parameters do the judging criteria for your program possess?	<input type="checkbox"/> Measurable <input type="checkbox"/> Not inclining to a certain answer <input type="checkbox"/> Isolated <input type="checkbox"/> Comprehensive

STAFFING & BUDGETING

i	<i>Think about the people you need to make the entire process running smoothly: How many should you have? What skills or experience would be beneficial? Will you have to train them? Pay attention to balancing your budget: you want to be at least a little profitable.</i>
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Questions	Answers
Which components does the “Expenses” part of your program budget consist of?	
Which components does the “Sources of revenue” part of your program budget consist of?	
What percent of total expected expenses do you add up to account for unforeseen circumstances?	
How many staff hours are allocated to the “quiet” periods of the program timeline?	
How many staff hours are allocated to the “peak season” of the program timeline?	
If the peak staff load of 100% corresponds to the Call for Entries period, what fraction of it each of the following stages will require?	

- Marketing campaign	
- Judging	
- Gala	
- Post-program feedback analytics	