

WORKSHEET 3

PREPARE FOR A NEW CYCLE FOR YOUR AWARDS PROGRAM

Awards 101: The Missing Manual for Awards Professionals

OVERVIEW



With this worksheet you continue determining the “look and feel” of your next awards program – you ask former participants what they liked and didn’t like, you figure out how the judging process should go, you plan relationships with sponsors, and fine-tune the gala event to satisfy everyone even better.

SURVEYS



The greatest resource for ideas regarding the new cycle of your awards program are the stakeholders of the last cycle. Get as much useful feedback from them as possible and apply the findings.

Questions	Answers
Which parties of the awards program do you survey upon program cycle completion?	<input type="checkbox"/> entrants <input type="checkbox"/> judges <input type="checkbox"/> sponsors <input type="checkbox"/> gala participants
Are the entry process, timeline, rules, eligibility, and criteria clear? <ul style="list-style-type: none">- Were there any ambiguities in eligibility requirements that led to misunderstanding?- Where there any missing provisions (issues you got a lot of questions about, but that were not covered in the rules)?- Were there any unnecessary, irrelevant, or non-working requirements or regulations?	
Are there items to add to the awards website FAQ? What are they?	
What were some of the aspects of the submission process and workflow people were unhappy about?	
What changes can make category structure better?	
How is the marketing timeline synchronized with the entire call for entries process?	

How is social media leveraged to boost entries?	
How are different pricing options used to maximize revenue?	
How does the staff allocation plan account for deadline question surges?	

JUDGE SELECTION & JUDGING PROCESS

i	<i>Review the entire judging process from putting together the judge panel to scoring form structure and content to diversity and fairness.</i>
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Questions	Answers
What is the procedure in place to communicate with prior year judges to ensure retention?	
How do you assess the number of judges needed next year compared to the previous program?	<input type="checkbox"/> decrease <input type="checkbox"/> remain the same <input type="checkbox"/> increase
Are there judges that should be recruited to increase the diversity and improve the prestige of the program?	
Were any questions on the evaluation form not helpful to the final decision?	
Were some questions missing from the evaluation form that could have created a more objective view?	
Are any changes needed to the assignment of judges to entries?	<input type="checkbox"/> number of entries assigned per judge <input type="checkbox"/> judge teams should/shouldn't be used <input type="checkbox"/> judges work in isolation or share results <input type="checkbox"/> other _____
Should any structural changes be considered to the judging process (e.g. add a shortlist round and a final review round)?	

SPONSORSHIP ANALYSIS

i	<i>Think about the sponsor base you have – are they all reliable and willing to continue cooperation, or maybe some are worth replacing. Consider where the money or in kind assistance will go.</i>
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Questions	Answers
Are new sponsorship options worth considering? Which ones?	
Should some sponsorship options be retired? Which ones?	

Are prices for sponsorship options optimized or is money being left on the table?	
Is there a target list of sponsors that would be a perfect fit to partner with the awards program?	
Review any sponsors who did not re-sign and identify the reasons for it.	1. 2. 3. ...
Were any sponsors turned away? Can additional options be added to accommodate them?	

GALA PROCESS ANALYSIS

i *Since gala is the apotheosis of your program, you want it to go as smoothly and excitingly as possible. Think through all the stages (ticketing, seating, venue, food options, etc.) to make this event memorable for the invitees.*

Questions	Answers
Were there any glitches in the ticketing process?	
Was anything lacking in the instructions for who can attend and how they can attend the gala?	
Are changes needed to the gala ticket pricing?	
Are there additional revenue opportunities (swag, press releases, etc.) that can be added to the gala or post production plan?	
What are the critical requirements to the upcoming year's venue based on feedback of the best elements of this year's venue?	
Which specific dietary requirements of the participants does the catering plan cover?	<input type="checkbox"/> Vegetarian <input type="checkbox"/> Vegan <input type="checkbox"/> Gluten-free <input type="checkbox"/> Lactose-free <input type="checkbox"/> Other _____
What are the critical requirements to the upcoming year's MC based on the feedback from the best elements of this year's MC and vibe?	
Was the duration of the ceremony appropriate? Plan for any changes to the voice script structure to ensure a timely event.	
Identify any issues with gala vendors, such as program book printing hassles, ticketing hassles, or general quality issues and plans to avoid them next year.	
Find press points of contact to cover next year's event.	

Talk to other departments, such as marketing, to find out what content and stories from the awards program can be re-purposed to benefit other parts of your organization.