

WINNING ON THE AWARDS CIRCUIT



THE AWARDS OVERVIEW:

ABOUT: A high-level customized walkthrough of what your teams need to know when preparing to submit awards for the year – specifically focusing on the applicable award shows that exist, the components of the entry and tips and tricks of how to stand out in the jury room.

BEST FOR: Strategy, Account, Marketing. PR Teams who have no/little experience working with award submissions and are looking to enter the circuit for the first time.

TIMING: 50 min. Customized Interactive Presentation, 10 min. Q&A

THE AWARD SHOW LANDSCAPE:

ABOUT: A customized roadmap of the award shows and categories that exist and which will be of most value for your company/award submission goals. We will also discuss the main components of award shows that you should evaluate when creating your yearly strategies of what your teams need to know when preparing to submit awards for the year.

BEST FOR: Strategy, Account, Marketing. PR Teams who have no/little experience working with award submissions and are looking to enter the circuit for the first time.

TIMING: 50 min. Customized/Interactive Presentation, 10 min. Q&A

WINNING IN THE JURY ROOM:

ABOUT: A deep dive into the type of work that has historically won in relation to the type of work that you want to submit. We will discuss the main trends from previous years as well as the jury "checklist" for what they are looking for in winners by show.

BEST FOR: Strategy, Account, Marketing/PR Teams, New Business teams who have experience submitting to award shows but want a more thorough analysis/recommendation to ensure they have the best chance of winning.

TIMING: 1 hr. 20 min. Customized/Interactive presentation, 10 min. Q&A

CRAFTING YOUR SUBMISSION STORY:

ABOUT: A tutorial led by an industry seasoned copywriter walking through the basics and best practices for creating a compelling written submission and case film script.

BEST FOR: Strategy, Account, Content teams who will be close to either developing or approving the award submission materials.

TIMING: 1st Hour overview of how to tell a compelling award winning story, 2nd hour deep dive workshop into writing mechanics with mock-up judging exercise. Q&A at the end of each session

MAXIMIZING MOMENTUM:

ABOUT: A recommended communication strategy for entrants that are finalists to prepare for their award show gala as well as the best way to leverage the power of winning at the show.

BEST FOR: Account, Marketing/PR, New Business teams who will be working on the holistic awards strategy and corporate communication strategy.

TIMING: 1 hr. 20 min. Customized/ Interactive presentation, 10 min. Q&A

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