

The Business of Awards Programs

CRITA July

2007

the voice of bc's technology industry

Value Proposition???

For the Association...

For the Member...

For the Industry...

For the Association...

- **Recognition**
- **Reputation**
- **Revenue**
- **Retention/Growth**

For the Member...

- **Visibility/Recognition**
- **Investment**
- **Partners/ Advisors**
- **Customers**

For the Industry...

- **Credibility**
- **Attention**
- **Attraction**

How do you encourage participation?

Establish a program with the highest level of integrity

Communicate the process

Deliver REAL Value...

It's not just a trophy, it's a **ward**



the voice of bc's technology industry

It's not about the gala event

Design a program that lives beyond the gala event

Contest
Teaser

Month 1

Call for
Submissions

Months 2 - 3

Submissions
Closed /
Thank you's

Month 4

Announce
Finalists

Month 5

Gala Event

Month 6

Award's
Publication

12 Months

Speaker Series
X Months

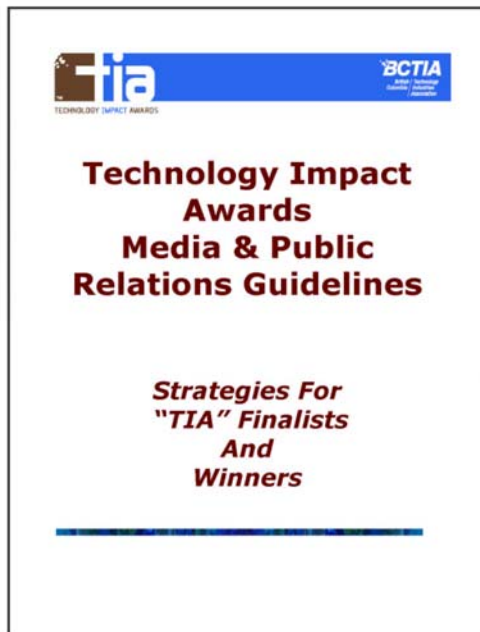
A potential 12 months of exposure!!!

HOW???

Start with a plan...
Deliver the plan...

**Goals, Dates, Budgets,
Definitions, Criteria,
Processes, Judges, People,
Creative, Marketing, PR, Multi-
media, Venue, Décor, Meals,
Sponsors, Volunteers, Ticket
Sales, Profit and FUN!!!**

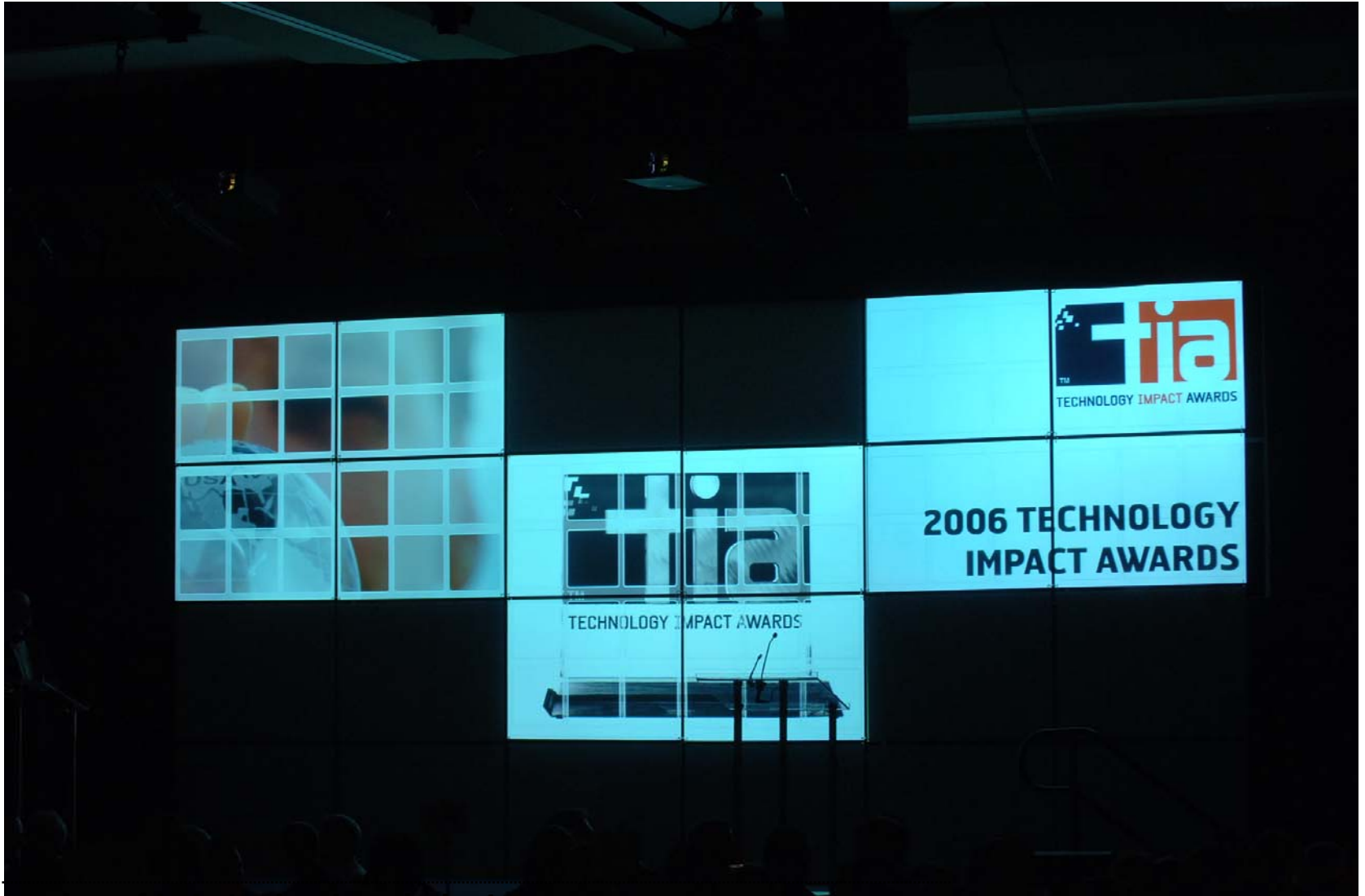
Help Finalists & Winners Promote their success

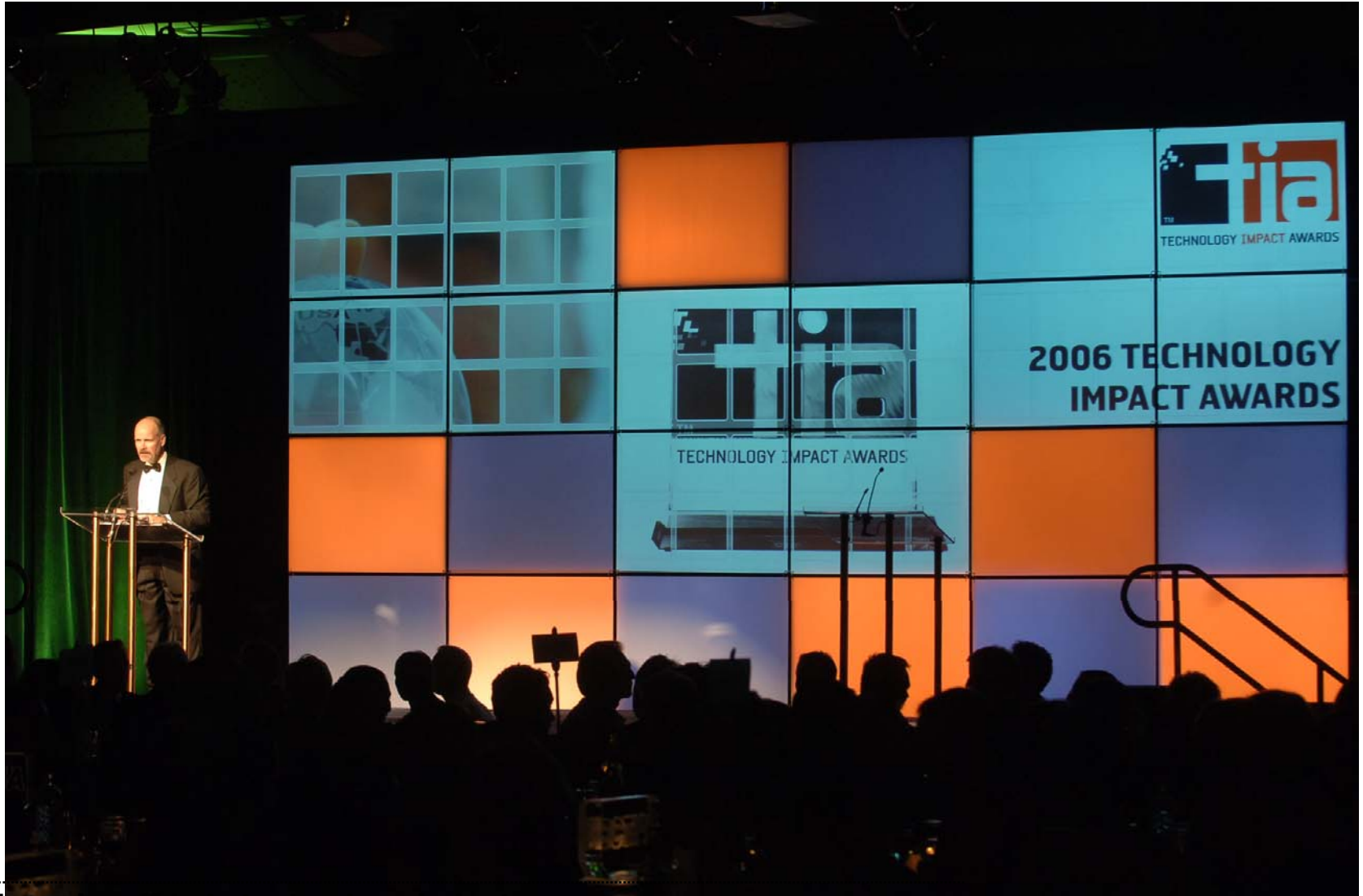


“Bugs” for Collateral & Web

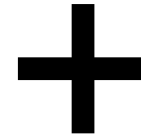
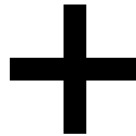
Media Primer

Do only what you
can do well





Build on your successes year over year



**IMPACT
SPEAKER
SERIES
8 EVENTS**



**For Members...New \$\$\$ and Advisors
For Association... NEW Revenue**

Never forget why?

**2007
Technology
Impact
Award
Winners**



THANK YOU

www.bctia.org/awards

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