

## Checklist: Maximizing the ROI of Business Award Programs

*Each Step of the Way*

	Semi-Finalist Stage	Finalist Stage	Winner Stage
Issue press release	✓	✓	✓
Distribute through wire service (PR Newswire)	✓	✓	✓
Update Web site and all social media platforms	✓	✓	✓
Attend all award-related events to network and build relationships	✓	✓	✓
Coordinate with your public relations team to fully capitalize on exposure	✓	✓	✓
Update email signature to include honor		✓	✓
Distribute photos and details through e-newsletter (customers, prospects and partners)		✓	✓
Arm sales team with handouts (tradeshows, etc.)			✓
Create a 2-to-3 minute interview for YouTube and all social media platforms			✓
Reach out to reporters for profile			✓
Tie the award to hot media topics (economy, employment and industry trends)			✓
Explore bylined (guest) article opportunities			✓

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