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## **Increase Your Nominee's Chances!**

To help you create the best nominations possible and increase your odds of submitting a winning nomination, we thought it would be useful to provide you with some tips on how to create an award-winning entry.

*Make sure your nominee is standing at the winners' podium this September by taking advantage of the following tips:*

- **Nominate excellence:** This is a great opportunity for you to nominate an excellence company or MGA. Or nominate a PIA-member agency for excellence in the use of social media in a business setting.
- **Complete the entire nomination form:** While PIA does not require all of the questions/considerations to have responses, our judges read everything. Complete forms will grab our judges' attention.
- **Provide as much information as needed:** As previously stated, our judges will read everything and take all responses into consideration when determining a winner. While we don't recommend a response to turn into a novel, we also do not believe you should intentionally shorten a response out of fear that it will not be read or looked down upon. Keep your answers to the point, but don't remove anything you feel should be there.
- **Don't be modest:** All of our nominees are excellent. Don't be shy! What makes your nominee excellent? We can promise you that our previous winners did not shy away from telling us what makes them excellent. **WOW** us by going into great detail as to why your nominee deserves of one of our fall awards.
- **Don't procrastinate, start now:** Why wait to July to complete your nomination form? [Act now!](#) Procrastinating may place you at a strategic disadvantage, which may prevent you from submitting your best possible nomination form. Starting now will give you more time to reflect on your nominee's best qualities and will also give you more time collect and submit supplemental materials.



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- **Add supplemental materials:** While completely filling out the nomination form is important, nominations that lack supplementary materials may be viewed as less substantive. *We strongly urge you* to consider adding additional materials that support the nomination. **Supplemental materials are not required**, but they provide our judges with a better insight into your nominee. These materials include—but need not be limited to—letters of endorsement, testimonials, awards, photographs, and news clips or press releases about the nominee. An attractive nomination package with multiple elements will present a more compelling case for your nominee.
- **Don't be afraid to resubmit:** Each year, PIA receives many excellent nominations, making the competition quite intense. If your nominee was not chosen a previous year, we encourage you to resubmit your nomination. Just review and update your previous submission and resubmit it.

#### **Entering is free and easy:**

1. Select the **[category appropriate to your nominee](#)**;
2. Complete the nomination form as best you can; and
3. **Submit your form (and supplemental materials) by emailing it to [awards@pianet.org](mailto:awards@pianet.org) or faxing it to 703-836-1279.**

**If you have any question regarding the awards, please contact PIA National's Communications Assistant Sade Hale at 703-518-1350 or [awards@pianet.org](mailto:awards@pianet.org).**

**We look forward to receiving your excellent nominations!**