

Tips for Preparing Nominations

Why is a good nomination important?

- A good nomination is vital to communicating the nominee's qualifications to the judges.
- Poorly prepared or incomplete nominations will put your candidate at a disadvantage
- Well written nominations allow judges to effectively evaluate applicants before the final verbal presentations.
- The highest level of confidentiality is followed. Access to nominations is strictly limited to judges and any copies carefully supervised and destroyed immediately.

How can I prepare a good nomination?

- **Start early.** Drafting a great nomination takes time.
- **Tell a story:** Interview the nominee and create a compelling story. Don't just present the facts. Add the human side.
- **Personalize the nomination.** Do not just cut and paste from the website.
- **Proof your work.** Typos and inconsistent fonts detract from the credibility of your nomination.
- **Use the form.** The judges must be able to compare nominations with a common format.
- **Complete the entire form:** There's an important reason for each question.
- **Be concise:** Respect the word limit.
- **Consult a communications professional.** Check with the PR person for the nominee to make sure the public profile for the supplement reflects the company's brand standards.
- **Allow time for approval.** Some companies require review by investor relations. It's an easy process but takes time.
- **Collaborate:** Work with other key advisors to present a complete picture.
- **Headshots:** Request high-res headshots of the CEO, CFO and other top employees in PNG format
- **Logo:** Request a hi-res version of the company logo.

Presentation to Judges:

- **Arrive Early:** Please arrive at least 10 minutes prior to your allotted presentation time. Give plenty of notice if you or a nominee are unable to make your scheduled time slot. Judges are volunteering their time and have limited availability to review the nominations.
- **Be Concise:** Each presentation is allotted 5 minutes. Please adhere to time limits and allow sufficient time at the end for the judges to ask questions.
- **Involve the Nominee:** Encourage the nominee or key executive to attend the presentation. Give a brief introduction and allow the nominee representative(s) time to speak as presentations are more impactful if the nominee is allowed to tell the story in his or her own words.

Need Help?

The marketing professionals within your firm or working for the applicant can be a great resource for pulling together a finished product or just keeping the process on schedule. Or reach out to ACG and perhaps we can source collaborators or experienced nominators to help. Be on alert for and participate in any nomination prep and/or presentation calls if you need assistance in completing the nomination.