



## **ABPM World Class Briefing Program Awards Call for Entries**

### **Statement of Purpose**

To inspire ABPM member programs to attain the highest level of excellence, which represents World Class achievement in the briefing profession.

### **Eligibility**

All candidates must be member programs of the Association of Briefing Program Managers (ABPM).

### **Should Your Program Enter?**

If your team has not yet worked with the *Characteristics of World Class for Briefing Programs*, we suggest you begin with a benchmarking process. Download the "Characteristics of World Class Briefing Programs" document from the [www.abpm.com](http://www.abpm.com) web site (sign in first as the document is free to members). Review each category with your team, and rate your program carefully on its strengths with regard to each criterion. Then implement the necessary initiatives to raise your program to "World Class" achievement in one or more categories. Once you feel that your program has achieved World Class in a category (a general rule of thumb: the program averages a "5" rating overall), enter in your strongest category and thoroughly document a case that will demonstrate to the jurors that your program has in fact achieved World Class in that category. In time, when you believe your program has achieved World Class in each of the four categories, that's the year to begin the documentation process early, and enter in all four categories in order to be eligible for consideration for "Program of the Year"!

### **Award Criteria**

Criteria for the world class awards are the *Characteristics of World Class Briefing Programs* (a pdf can be downloaded from [www.abpm.com](http://www.abpm.com), click on "World Class Awards"). World Class status will be recognized in the following categories: Marketing, Planning, Measurement, and Management. One "Program of the Year" will be recognized among the programs that submit in all of the World Class Characteristics categories.



## **Award Program Categories**

### ***Management***

Awarded to briefing programs in which: 1) the program is recognized by senior management for its strategic value to the corporation 2) work environment and experience attract top candidates, and briefing program staff are in demand when moving on to new assignments 3) briefings are facilitated by a briefing professional or by a trained member of the account team in order to deliver highly customer-centric experiences 4) an internal advisory board, comprised of thought leaders and key stakeholders, meets regularly 5) Voice of the Customer (VOC) comments captured during briefings inform larger corporate VOC initiatives 6) a comprehensive presenter engagement strategy is in place and 7) global and multi-site programs share a vision, business strategy and program operations.

### ***Planning***

Awarded to briefing programs in which: 1) a high level of customization is achieved for each briefing 2) targeted internal and external key influencers and decision makers are in attendance 3) an effective planning process ensures optimization of briefing resources and 4) integrated briefing planning, management, and reporting processes and tools are in place.

### ***Measurement***

Awarded to briefing programs in which: 1) a performance measurement system, designed to meet the needs of key stakeholders, quantifies and communicates the program's value, 2) utilization objectives, which support the corporate sales strategy, are established and achieved, 3) immediate feedback is solicited from internal and external customers, and 4) sales closure tracking and delayed surveys quantify the briefing program's contribution to business results.

### ***Marketing***

Awarded to briefing programs that: 1) have an overall marketing strategy in alignment with the corporate business strategy 2) successfully engage internal audiences, who actively support it 3) have marketing initiatives which successfully reach external customers and audiences and 4) are aligned with the corporate brand and marketing strategy.

### ***Program of the Year***

Awarded to the program that submits in all four categories shown above, and which receives the highest score, among all such programs, from the jurors.



## Jurors

Candidates' submissions are judged by jurors who have many years of experience managing briefing programs, but who are no longer affiliated with those programs. Jurors are selected by the ABPM based on their credentials.

## Awards Program Rules

- All nomination packets must follow the format described in the 'Submission Materials and Format' section of this document.
- All categories are established and final at the time this Call-for-Entries packet is posted on [www.abpm.com](http://www.abpm.com).
- Jurors may not add any new categories at the time of judging. However, jurors may withhold naming World Class recipients in a category if submissions received do not sufficiently support the criteria which have been outlined.
- All entries demonstrating to the jurors fulfillment of World Class criteria in a category will be recognized as World Class. One "Briefing Program of the Year" award will be presented to the program that has demonstrated the most success of all candidates that submit in all categories.
- The jurors, at their discretion, may choose to divide a category into levels (e.g. Regional, Divisional and Headquarters or large and small programs). Jurors may also choose to re-categorize or reclassify an entry if warranted.
- Applicants entering in all four categories are automatically considered for "Program of the Year" and are not required to submit a "Program of the Year" entry or to pay an entry fee for that recognition.
- All materials will become property of the ABPM and will not be returned.
- All entries will be treated with strict confidentiality and will be seen by jurors and ABPM staff only. ABPM staff and jurors will sign NDAs if candidates request it.
- Consultants *may* provide training on the World Class characteristics, benchmark a program against the World Class characteristics, and provide insights into the submission process. Consultants *may not* prepare supporting documentation, write copy, or edit the submission for language and clarity.
- Applicants must be ABPM members to enter and may enter one or more of any of the categories, paying a separate entry fee for each category. Entry fees are \$195 for the first category and \$75 for each additional category. Full payment must be received with all entries.
- Entries including all required materials must be postmarked by December 31, 2010. This deadline is firm. Any incomplete or late submissions will be disqualified. Requests for extensions will not be accommodated.



## **Submission Materials and Format**

Send the following materials, postmarked no later than December 31, 2010, to the ABPM, 7035 Coronado Avenue, Dallas, TX, 75214:

- Four three-ring binders, each containing the following:
  - Four page maximum, typed narrative per category entered describing how your program demonstrates excellence in each of the elements detailed in the “Characteristics of World Class Briefing Programs” document for that category.
  - Supplemental materials needed to support your narrative. Please show data that supports the narrative text wherever possible.
  - CD placed in sleeve of binder with high-resolution (300 dpi or better) company logo and a minimum of three high-resolution center photos, both in color (jpg, tif or eps preferred).
- One completed award entry form (Page 6)

## **Entry Fee**

Each submission must be accompanied by a check or credit card payment to the Association of Briefing Program Managers (ABPM). The non-refundable entry fee is \$195 USD for the first category and \$75 for each additional category. Credit card information may be included on the entry form on page 6.

## **Awards**

Programs will not be judged in competition with other entries, but on the basis of their worthiness for an award for World Class achievement in their category. At the jurors’ discretion, additional special recognition and awards may be given, for example, in innovation. Awards will be presented to the briefing program managers of the winning centers at the ABPM’s annual awards ceremony on April 15, 2011, in Washington D.C. Following the ceremony, winners may request additional awards for members of their project teams, at a cost of \$199 each.

## **Recognition**

Those recognized as World Class in 2011 will be presented with engraved awards at the ABPM Spring Conference Awards Ceremony. They will also be recognized in the June issue of *Briefings*, the ABPM quarterly newsletter and on [www.abpm.com](http://www.abpm.com). In addition, a congratulatory letter from the ABPM President will be sent to each recipient and to their manager(s).



ASSOCIATION of BRIEFING  
PROGRAM MANAGERS

### **Deadline for Entries and Timeline**

Completed entries must be postmarked no later than December 31, 2010 and mailed to ABPM, 7035 Coronado Avenue, Dallas, TX, 75214. The jury will be selected in January and will meet in February, 2011, to review all entries and to select the award winners in each category. The jurors' decisions will be based on the materials submitted. Winners will be announced at the awards ceremony on April 15, 2011, in Washington DC.



## ABPM World Class Program Awards Entry Form

Submission for the following categories:

- Marketing                       Planning                       Management  
 Measurement                       Program of the Year

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card # (if not including check with submission) \$195 Entry Fee for first submission and \$75 for each additional category):

Number: \_\_\_\_\_

Exp: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

The first award is complimentary. Each additional award is \$199. If your program/center is recognized, we will contact you after the awards ceremony to see if you wish to order additional copies of your award(s).

Supervisor name and address should your nomination win:

\_\_\_\_\_  
\_\_\_\_\_