



SUCCESSFUL AWARD MANAGEMENT IN PRACTICE

BOB Award – Best of Business-to-Business
Insights & experiences from working with
alpha awards



alpha
Awards

SOUND FAMILIAR?

Submissions arrive through all kinds of channels – and you try to keep track of everything. You prepare **evaluation sheets** by hand and send them out one by one – losing time and patience. In the end, you wrestle with the **results** – spreadsheets, corrections and the fear of missing something.

Then you know the typical challenges of award management.

THE SUBMISSION PHASE

Off to a chaotic start

Typical consequences:

- Overwhelmed by a flood of emails and files
- Lost submissions due to a lack of overview
- Errors under time pressure
- Frustrated entrants due to complicated processes

THE JUDGING PHASE

The spreadsheet dilemma

Typical consequences:

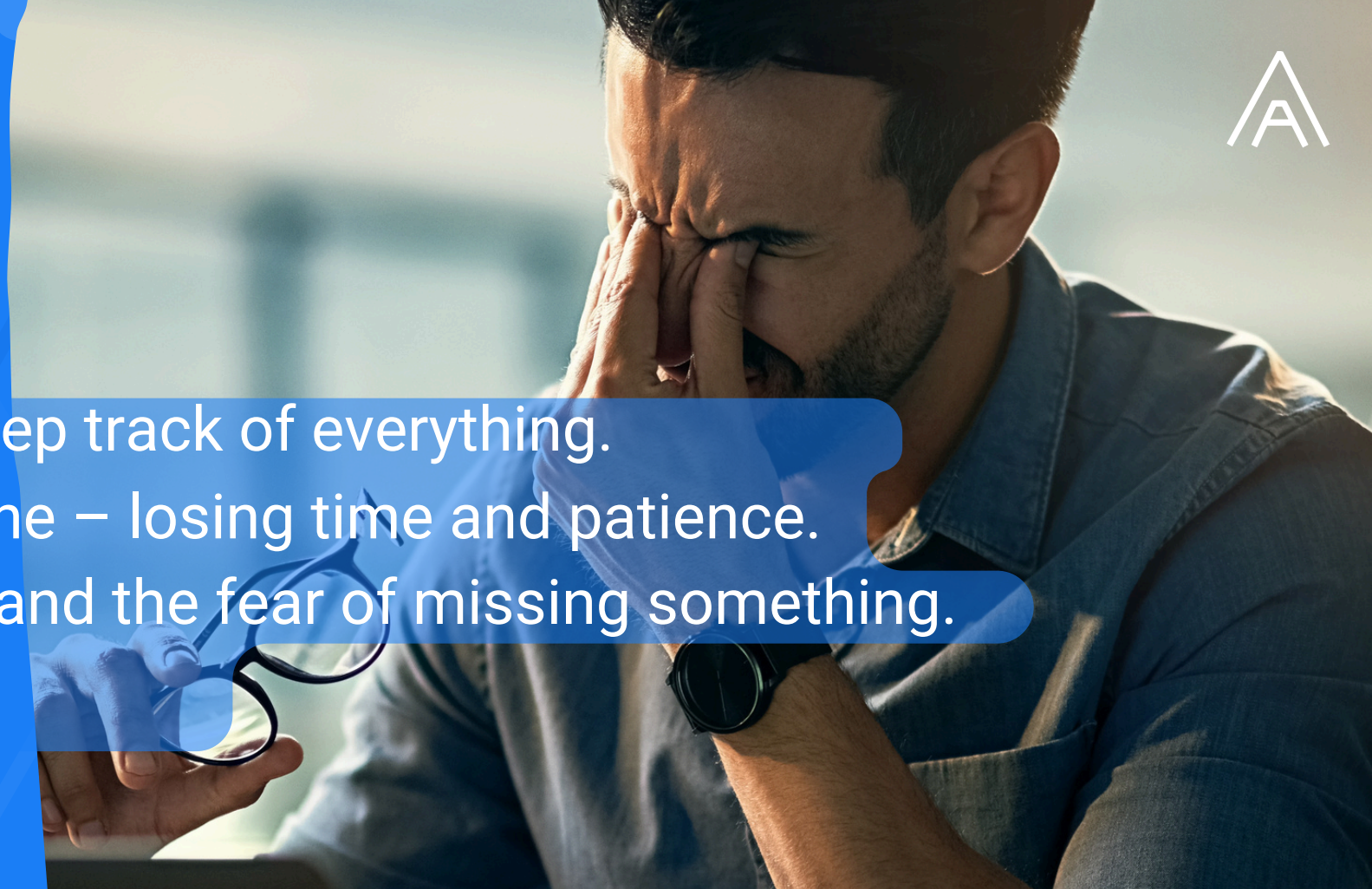
- High effort to create and send out the evaluation sheets
- Error-prone, manual administration
- No overview of the jury's progress
- Dissatisfied judges

THE RESULTS PHASE

The final stumbling block

Typical consequences:

- Chaos when consolidating results
- Errors in the evaluation
- Risk to your award's reputation



BUT THERE IS ANOTHER WAY

The solution: the alpha awards award management system

With alpha awards, complexity becomes structure – and effort turns into genuine satisfaction for everyone involved.

FAST SUBMISSION PROCESS

The intuitive submission tool only accepts complete submissions.

AUTOMATED JURY PREPARATION

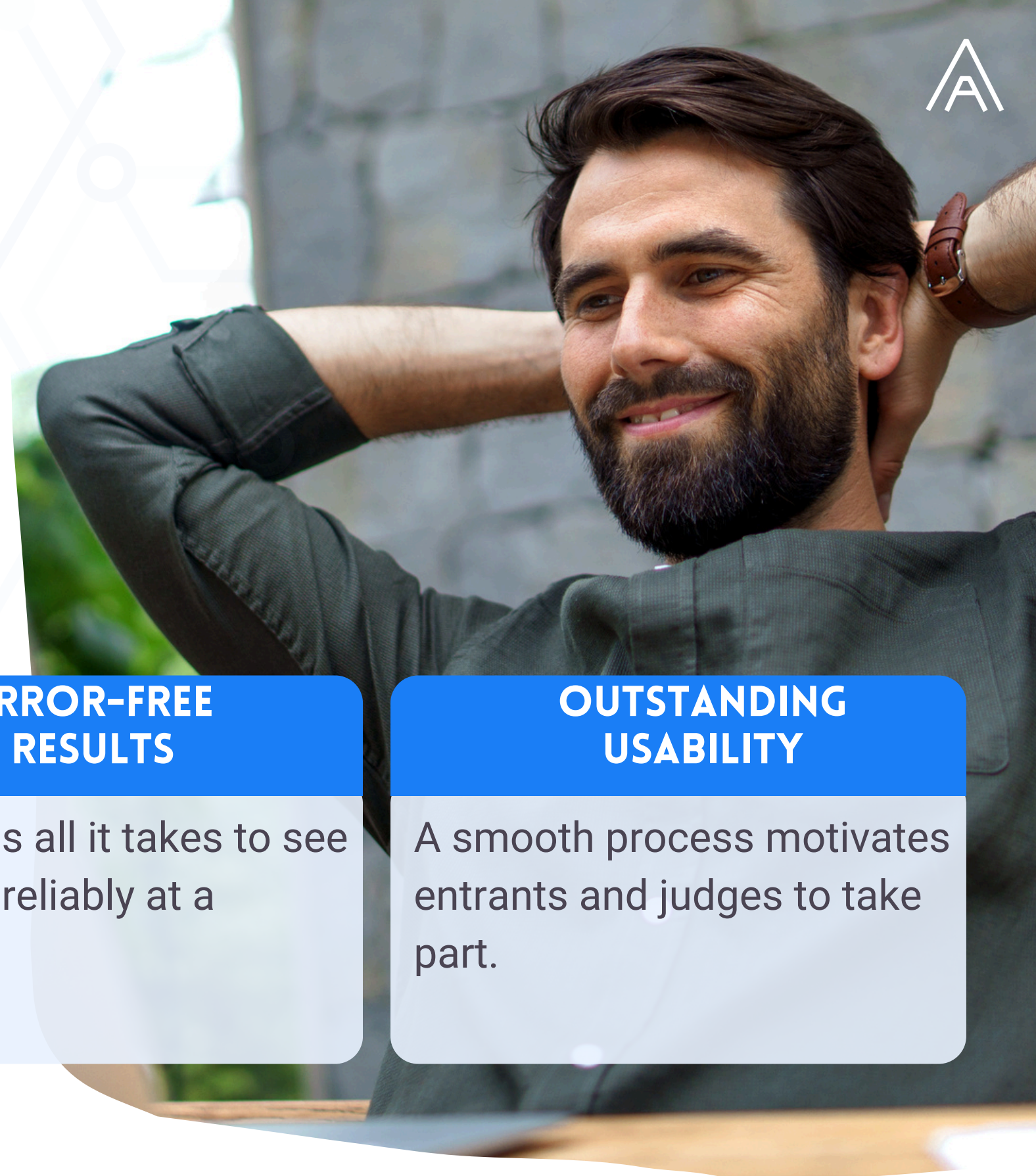
Submissions are automatically prepared and made available to the jury.

ERROR-FREE RESULTS

One click is all it takes to see all results reliably at a glance.

OUTSTANDING USABILITY

A smooth process motivates entrants and judges to take part.



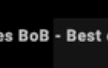
Florian Möckel | Managing Director | Bundesverband Marketing Clubs e.V.

SHOWCASE


SHOWCASE

Die Gewinner des BoB - Best of Business-to-Business Communication Award 2023

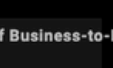
ALLE PROJEKTE (FÜR DETAILSANSICHT ANKLICKEN)



ZEISS – A HEART FOR SCIENCE

Kategorie
ESG (Environmental, Social, Governance)
Auszeichnung
Silber

Agentur
Wildstyle Network GmbH
Auftraggeber



THRIFTER - WIR BRENNEN FÜRS SPAREN

Kategorie
Digitale Plattformen, Apps & E-Commerce
Auszeichnung

Agentur
birkenbeul communications GmbH
Auftraggeber



:(HÄPPY? (DIE ADC RECRUITING AKTION)

Kategorie
Credentials & Employer Branding
Auszeichnung
Silber

Agentur

FILTER

Gold
Silber
Bronze
| Shortlist/ Alle

KATEGORIEN

Alle

BOB23

Print & Print Serie
Corporate Publishing
Credentials & Employer Branding
Dialogmarketing & Verkaufsförderung

THE CHALLENGE

“Our previous tool was unstable and complicated to use – both for the judges and for us as the organizer.

Evaluations required time-consuming, partly manual work, and reusing submission information and documents such as films or PDF files was not easily possible.

The judges needed to be able to review and score different cases across various categories quickly and clearly. In addition, progress and scores needed to be visible for individual judges.”

Florian Möckel | Managing Director | Bundesverband Marketing Clubs e.V.



THE SOLUTION

“With the alpha awards award management solution, **the entire judging and evaluation process was automated**. The tool made it possible to collect, organize and export all scores in real time, and even subsequent changes by judges were integrated seamlessly.

We kept track of the evaluation status at all times, and the results were error-free and took significantly less time.

The submitted entries, including all information and data, could be made visible quickly and easily to everyone interested via the digital Showcase on our website.”

Florian Möckel | Managing Director | Bundesverband Marketing Clubs e.V.



THE RESULTS

“By using alpha awards, we **reduced the time needed to evaluate scores by 20%** and always had a clear overview of judging progress.

The judges were impressed by the system’s flexibility, ease of use and clarity. As a result, **the judging process was 30% faster.**

Thanks to the **automated process** for using submission information, the entries could be made available quickly via the digital Showcase – as a reference for companies and agencies, but also for everyone interested in marketing. This replaced the outdated book of winning cases.”

Florian Möckel | Managing Director | Bundesverband Marketing Clubs e.V.

