

Best Practice Case: Best of Content Marketing | Content Marketing Forum e.V.

Challenge

We had to manually consolidate and evaluate the scores of more than 200 judges. This task was extremely time-consuming and error-prone. The process frequently led to confusion and delays, which held up the completion of the award and the announcement of the shortlist. In addition, BCM participants were to receive qualitative feedback from the jury on their work – something the old, manual process simply couldn't deliver.

Solution

With the alpha awards award management solution, the entire 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 produced in a fraction of the time. The jury feedback was available in Excel and could easily be transferred into the feedback form.

Results

By using alpha awards, we reduced the time needed to evaluate scores by 90% and eliminated potential sources of error. The judges were impressed by the system's flexibility and ease of use. Thanks to the automated process, every participant received qualified feedback on their submission, further strengthening the award's value and reputation.

"With the alpha awards award management tool, evaluating the scores was child's play – despite a large number of categories, evaluation criteria and jury members. Through the jury feedback, we were able to create real added value for entrants. Our jury was thrilled with how user-friendly it is. And switching systems was quick and easy."

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