



SUCCESSFUL AWARD MANAGEMENT IN PRACTICE

HAIC Award

Insights & experiences from working with
alpha awards

alpha
A 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

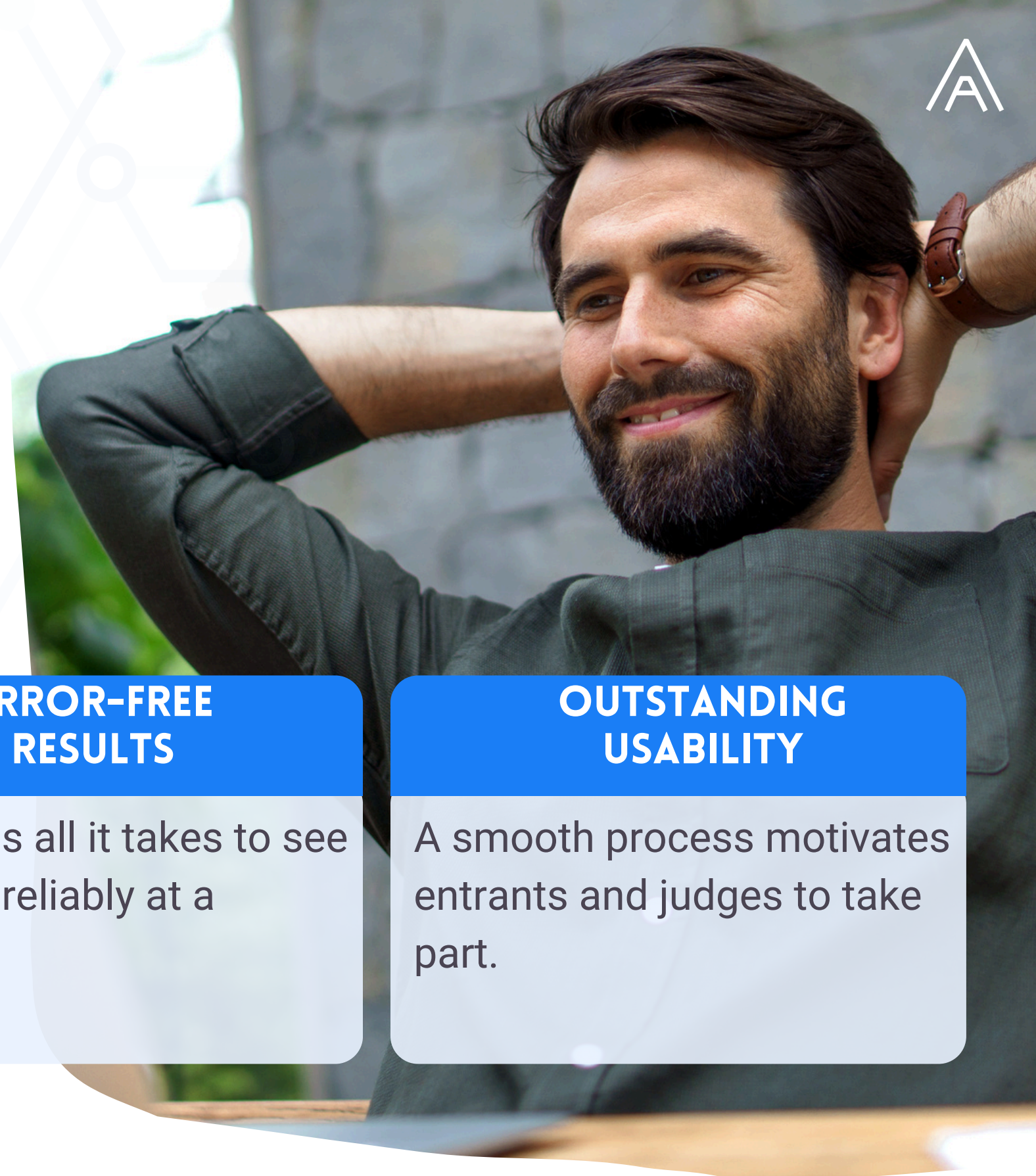
Submissions are automatically prepared and made available to the jury.

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.



HAIC AWARD



*“Our small idea of launching an **AI Creators Award** quickly took on a life of its own. What still worked with Forms and Excel **for 15 people at our internal award in 2024 would have ended in total chaos with the 270 submissions** we eventually received. On top of that, the timeline was tight.*

***alpha awards gave us the space and time** to focus on the journey that really mattered and to get everything done just in time.*

*Yes, we are rookies when it comes to awards – but with the tool we were still able to meet professional expectations. Beyond being a great problem solver, it helped us move past the experimental stage right away, and **we were able to debut as an award to be taken seriously.***

*We were lucky to find a strong and reliable partner. And because everything was so new, **it was all the more valuable to always have a friendly voice on the phone** for questions and new ideas. That’s anything but a given these days!”*

Andrea Drews | Coordinator, HAIC Award

THE CHALLENGE

“In November 2025, we hosted **the first Hamburg AI Creators Award** – **Germany’s first AI-only award for creatives**. And we had no idea what to expect: How many submissions would we receive, where would they come from, how good would they be, and who would want to see and judge them? So the challenge was to scale an idea while it was already running and to match resources and features to growing requirements. We already had 50 submissions when we switched, and based on those we could see and project **that more participants would quickly exceed our capacity**. On top of that, we had a **high-profile jury that also judges ADC, Cannes Lions and more**. So we needed a **solution that brings experience**, can respond to our individual needs and advise us as first-timers. And ideally, all of this should **take no time at all and have worked the day before yesterday**. A project that would blow either the timeline or the budget!”

Andrea Drews | Coordinator, HAIC Award



THE SOLUTION

“**alpha awards took on all of these challenges** and translated them into their system. Seamlessly, with **personal support and close collaboration** – in **record time**. Sensational – and it feels a bit old-school to say how **valuable good customer service is**.

We wanted to create a personal moment with participants and judges – **alpha awards was the best tool** to support this technically and guarantee a smooth process without drawing attention to itself. All I could think was: oh dear, imagine if I had had to prepare all of this by hand...

Internal onboarding – super professional! Participant onboarding – easy!
Judging process – evaluated in a flash and fully transparent!”

Andrea Drews | Coordinator, HAIC Award



THE RESULTS

“270 submissions and a professional first edition. We were recognized as a serious competition, and the response was sensational. **The next round in 2026 will be with alpha awards as a strong partner from day one.**”

Andrea Drews | Coordinator, HAIC Award

