alpha awards

How to save up to 144 hours of work time on your next award



Less effort AND lower costs – is that possible?

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"Digitalization is the magic word!"

Interview with CEO Stefan Böck

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One single tool: 144 hours less work per award

It's that time again – your award season is just around the corner, and you know from experience exactly what that means: immense time pressure, submissions trickling in at every stage of (in)completeness, and constant back-and-forth with applicants and the jury. Subject lines like "URGENT!!" and "Forgot the attachment" haunt your nightmares. Despite all your motivation, your firm resolution not to lose track this year seems almost impossible to keep with an inbox that overflows every day. Once again, the award could become a personal endurance test – and in a weak moment, you might find yourself thinking: "Isn't there an easier way?"

Let's get one thing straight: you are right to ask yourself this question. Many other award organizers and managers feel the same way – we at alpha awards know this first-hand. Working closely with our customers and in the fire of more than 1,000 awards, we have forged the perfect tool for award management. The result: a single tool that makes every task around your award immensely easier – from a simplified submission process to a user-friendly judging system for jury members and one-click evaluation. Thanks to smart automation, you can save up to 144 hours of work – and finally have time for the tasks you truly enjoy during award season.

How exactly does alpha awards help you free up your calendar for the things that really matter in just a few steps? Find out in this whitepaper!



Save 144 hours of work: How alpha awards beats the three biggest time wasters

Managing individual submissions is by far the biggest workload for any award organization: from collecting submissions to evaluating jury scores, hundreds of working hours are tied up in tedious email traffic and filling in endless Excel sheets. This pushes everyone involved – and the budget – to the limit. But where exactly are the biggest time wasters, and above all: how can you defuse them?

Time waster 1: Complete submissions

Whether submissions come in by email, online form or upload service – the potential for obstacles, errors and frustration in this phase is high for everyone involved.

Applicants already struggle to gather all the required data and documents before submitting. If entering data and uploading files is then unnecessarily complicated or time-consuming, nerves quickly fray. Frustrated by lost emails, a file-sharing upload that requires setting up a separate account, or an uncooperative online form, one of two things can easily happen:

1. Applicants might drop out altogether and refuse to take part in the award, which seriously damages the prestige of the award and the companies behind it.

2. Under this kind of stress, mistakes happen easily – attachments get mixed up or forgotten, or data is entered incorrectly.

The result is a nerve-racking back-and-forth by email or phone with the organizers, who also face extra work due to manual corrections and applicant support. And all this at a time when every second is already devoted to manually processing submissions in Excel spreadsheets for the next steps in the award process. Under these adverse conditions, it's only understandable that

staff quickly feel overwhelmed and further mistakes happen – often, the people involved have no specialist training and only manage the project "on the side". And just like that, the chaos of submissions gathering dust unopened in the inbox and follow-up administrative errors is complete!

A good digital solution like alpha awards can help on every front. The submission process becomes simple and straightforward for applicants: data entry is specifically optimized for award information, uploads can be made directly on the platform, and mandatory fields ensure that every submission is complete. If applicants want to change details afterwards, they can do so themselves online – without annoying waiting times or requests. Your own staff, in turn, can focus fully on other tasks around the award, which are easy to handle thanks to the user-friendly interface.

alpha awards solution:

- Submission process is fast, simple & secure
- Only complete submissions come in
- User-friendly administration
- Overview of all award projects in a central dashboard
- A simple, pleasant experience for everyone involved

Time waster 2: Preparation for the jury

Before submissions are passed on to the jury, the next major time waster has to be tackled: the preparation phase. Submissions have to be entered into an Excel spreadsheet in painstaking detail – ideally without slipping a row or making mistakes, which is almost impossible with hundreds of submissions. In addition, evaluation sheets and relevant documents are compiled laboriously and sent to the judges together with an introduction to the scoring system. Enormous time pressure makes careful work difficult, and the burden of responsibility often rests on your shoulders alone.

But processing manual sheets is a tedious affair for judges, too – especially when they have to juggle several formats and documents for a single complete evaluation, such as media players, PDFs, Word documents and Excel spreadsheets for scoring. This turns the process into an unpleasant experience that judges won't want to repeat at your next award. And top industry experts with years of experience in particular take it for granted that these tasks are digital and don't become a test of patience.

That's why preparing submissions with alpha awards is particularly easy: with just a few clicks, you run all relevant processes automatically – quickly, simply and error-free. The overview keeps you on top of completed and pending jury evaluations at all times. And judges, too, enjoy a pleasant, hassle-free judging process with optimal usability and intuitive operation.

alpha awards solution:

- Automated preparation
- Fast & secure handling of all processes
- Overview of all evaluations
- User-friendly operation for judges

Time waster 3: Evaluation

Evaluating the submitted score sheets also involves significant risks: on the one hand, judges sometimes want to change their scores afterwards or complete an unfinished sheet. This leads to labor-intensive and potentially chaotic back-and-forth with an enormously high risk of error – and in the worst case, incorrect results are used to assess submissions, which in turn frustrates applicants.

On the other hand, organizers make mistakes when consolidating individual jury scores or during the subsequent evaluation if these steps are manual rather than digital. Here, too, assessments can be distorted in the worst case, putting the integrity of the award at risk.

As a complete solution proven in practice a thousand times over, alpha awards makes judging and evaluating submissions many times easier: judges submit their scores easily and flexibly and save an immense amount of work thanks to automatic saving. They remember taking part in your award as a positive, pleasant experience and will gladly agree to help again next time. For you, too, a large part of the administrative work disappears thanks to digital processes. The dashboard gives you a perfect overview of the judging status, and all score sheets are evaluated automatically and therefore error-free.



In total, using alpha awards can save you up to 144 hours of valuable work time:

Average workload per award for managing and processing 100 submissions, up to 10 judges and 1 judging round via...

... online (form, in-house development):	**approx. 45 hours**
... email (PDF, Word, Excel):	**approx. 135 hours**
... mail:	**approx. 150 hours**
... alpha awards:	**approx. 6 hours per award**

alpha awards solution:

- Pleasant operation for judges
- Progress always in view
- Export scoring results with one click
- Automated & error-free evaluation

Not just less work time, but lower costs, too

Exciting submissions are the heart of every award – but before the winners can be celebrated, hundreds of hours of intensive work go by. Depending on how submissions are received and processed, the effort for organizers, judges and even applicants can be immense. Find out now which specific challenges come with each approach – and how you can save not only time but also money.



Mail

When submissions arrive by mail, it means considerable effort for the organizer: all documents have to be sorted manually and forwarded to the judges. Returning the evaluated projects to the organizer is time-consuming and error-prone, and there is a risk of delays, loss or damage. On top of that come additional costs for postage and shipping materials. This method is pleasant for neither applicants nor judges, which reduces the award's appeal.

- High manual effort
- Extremely high risk of error
- Additional costs for postage and materials

Cost per award (100 submissions):

= approx. €10,000



Email

Award organizers are particularly fond of systems in which all communication between applicants, judges and organizers takes place by email. Although email seems like a convenient, practically free tool at first glance, in practice it usually turns out to be the least efficient and riskiest format. At the end of the project, you may have saved on the tool budget – but that saving is far outweighed by the extra workload.

- Extremely high risk of error
- Not GDPR-compliant
- No optimization for award workflows

Cost per award (100 submissions):

= approx. €9,500

Online form, in-house development

Of course, an online form can also be used to make submitting easier for applicants and to manage documents in one central place. Apart from creating the form, however, all further steps after submission still have to be done manually. If you have the budget, you can commission your own tool development – but it first has to prove itself in real-world use. In the worst case, you pay a lot of money and still have to fall back on a makeshift solution – and applicants and judges won't appreciate that.

- Medium to high development risk
- Medium to high risk of error
- Potentially not GDPR-compliant
- Costly optimization for award workflows

Cost per award (100 submissions):
incl. estimated development costs & ongoing adjustments

= approx. €12,500

Best practice: Optimized digitalization

Efficient digitalization significantly reduces both the workload and the risk of error – giving you back valuable time for other tasks. Thanks to fully automated processes and features, operation is extremely user-friendly and time-saving for organizers, applicants and judges alike.

Optimized digital solutions like alpha awards have also already supported more than 1,000 awards and, thanks to continuous improvements based on customer feedback, are perfectly tailored to the specific workflow of awards.

- Complete solution proven a thousand times over
- GDPR-compliant
- Optimized for award workflows

Cost per award (100 submissions):

= approx. €5,400

“Digitalization is the magic word for giving us back valuable work time”



alpha awards founder and CEO Stefan Böck talks about the key learnings from more than 1,000 awards that have gone into alpha awards, the consequences a lack of optimization can have for the prestige of everyone behind an award – and the opportunities that open up for anyone who makes taking part in an award a thoroughly satisfying experience.

Mr. Böck, why did you specialize in software for award management?

Stefan Böck: “Awards are a great way for an organization or company to connect with talent and interested parties in their industry and to position themselves publicly as proactive supporters of their sector. Launching an award has immense benefits for everyone involved – but it’s also a lot of work. While it’s fun and feels very productive to come up with a name, a call for entries and everything around it, the administrative effort during the award itself is usually very bureaucratic and sometimes even overwhelming. But it doesn’t have to be that way – and that’s where our product alpha awards comes in!”

Why does it make sense to rely on a complete solution?

SB: “Accepting countless submissions, processing them, then working with the judges and evaluating the results – all of this is demanding, time-consuming work. And meanwhile, you’re supposed to keep putting out fires as they flare up? Organizers and their staff are already under intense time pressure and often have no specialist training. And suddenly, a truly exciting project becomes a nerve-racking affair for the entire organization. Complete solutions like alpha awards ensure that all routine processes run automatically – so you can use up to 144 hours of valuable work time for truly meaningful tasks.”

Why is a complete solution almost indispensable, especially for applicants and judges?

SB: “I think there’s a prejudice that going digital only benefits yourself. From close contact with our customers, I know that award managers are often turned down by senior management with the argument that ‘it has to work this way too’ and that they ‘shouldn’t be lazy’. But this mindset doesn’t do anyone any good. Because if organizers and managers are already struggling so much, applicants and

judges naturally feel the same. After all, an award is a form of close contact between an organization and the outside world. If this is perceived as complicated, hostile and nerve-racking, prestige suffers. And top industry experts in particular, who have already taken part in countless awards, simply expect the process to be pleasant and user-friendly. After all, the way people experience an award is already half the verdict on everyone behind it."

How can such a negative interaction affect an award?

SB: "Very badly – and in the long term, too. Applicants abandon their submissions if the process is too tedious. Errors and unanswered requests are, of course, a further annoyance and a reason not to submit again in the years to come. Judges may also find the judging process too demanding and, in the worst case, drop out during the award – or think twice the next time they are asked to help. In short: if an award struggles to attract judges and applicants, it's a heavy blow to the reputation of the organization behind it – and unfortunately, word gets around. With alpha awards, we want to make sure this never happens to our customers. Our product has already proven itself in more than 1,000 awards and is perfectly optimized for the workflow of awards in terms of usability and error-free operation. For years, we have worked hand in hand with our customers to keep improving the software, and we are very proud of how much enjoyment and value others get out of it. After all, enthusiasm and interest in the topic should always come first at every award!"

How long does it take to get alpha awards ready for an award?

SB: "We work very closely and efficiently with our customers so that they have a finished, ready-to-use complete solution at their disposal within just a few days. In addition, anyone interested can book a demo at any time and see for themselves how alpha awards turns a stressful mammoth project with 250+ working hours into something you can handle competently and calmly – without overtime."

Book your free demo!

"Our product has already proven itself in more than 1,000 awards and is perfectly optimized for the workflow of awards in terms of usability and error-free operation."

Interested in alpha awards?

Do you think our digital all-in-one award solution alpha awards is the right tool for you? Great – we have plenty of attractive offers and options for you to see its effectiveness and efficiency for yourself.

Try our free demo now!

Why just take our word for it when you can see for yourself? Sign up here for a free live demo of our product.

Book your free demo!

Need more information?

Would you like to learn more about how alpha awards can make your administrative tasks easier? You'll find more exciting content and information about our product here:

More information

Contact us!

Do you have questions about our product or offer, or would you like some advice? We're happy to help with all your inquiries!

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