



Industry Innovator of the Year

The Industry Innovator of the Year award recognizes an industry professional's or business's achievement and community impact resulting from adaptation during a time of crisis. The purpose of this award is to recognize an individual or business that was pivotal in the growth and adaptation of the industry during a time of change.

Section 1: Element Statement - 25 points, 250 words maximum

- Pre-transition – Summarize the length of time that the nominee has been in business or the profession.
- Financial Impact – Estimate the loss of revenue, client, events, and/or business due to the crisis.
- Industry Impact – Explain the industry impact pre- and post-transition.
- Post-transition – Summarize how the nominee adjusted their business due to the crisis.

Section 2: Pivot and Growth and Business Sustainment and Adaptation - 30 points, 250 words maximum

- Describe obstacles and challenges during the transition.
- Describe any financial assistance involved in the innovation.
- Explain employee retention during the transition, including the following questions:
 - What was the impact on employees?
 - Did the pivot/transition allow for employee retention?
 - Did the pivot increase or decrease the workforce?
 - Is the nominee keeping employees engaged? How?
- Explain professional relations during the transition, including the following questions:
 - What has been the impact on working relationships with others in the industry?
 - Has the pivot/transition allowed for unexpected opportunities?
- Explain charitable contributions, including the following question:
 - Has the transition involved charitable contributions, including but not limited to monetary or goods/services?

Section 3: Marketing and Public Relations - 25 points, 250 words maximum

- Describe the social media and press coverage by providing evidence on social media marketing, change, and engagement, including press coverage.
- Share podcast, webinar, or video links (if applicable) where the new endeavor was promoted.
- Describe how the innovation educated or influenced the industry.
- List testimonials from attendees or clients.

Section 4: Collateral Materials - 20 points total

- Upload a press release (if available).
- Provide one copy of marketing materials from transition period.
- Attach two or three photos of the achievement or impact on the community.
- Upload a budget worksheet including pre and post budget.
- Optionally, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link (such as Vimeo or YouTube)

Submission Fee: \$125