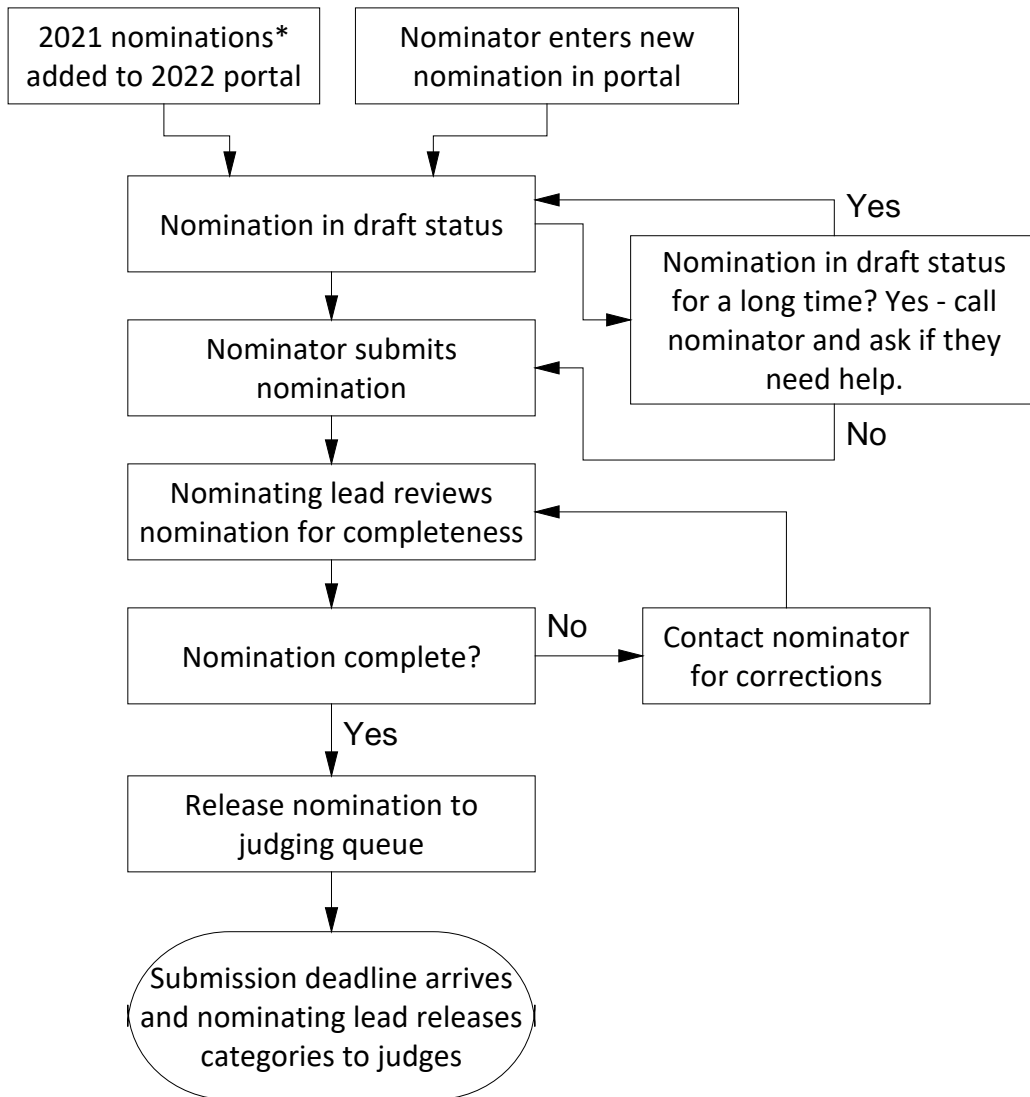
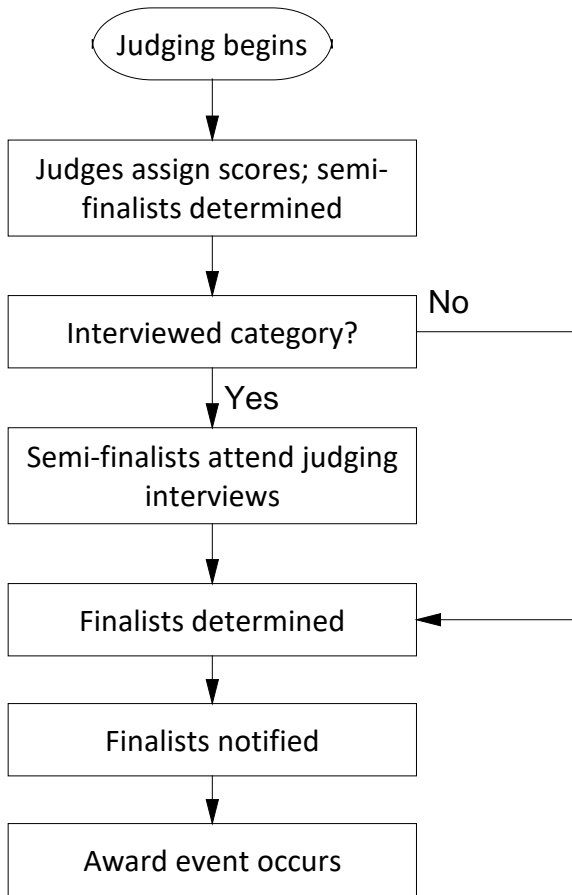


## Process flow for nominations



\* These were not automatically copied to 2022: Fast Tech; 2021 winners from any category.

## Process flow for judging and awards



## Our goal this year

150 total nominations or more

## Key Dates

The nominations' portal **is open**.

The nominations' portal will close on **July 25**. We may approve a grace period through July 29.

Nominating committee sub-chair releases nominations for judging: date TBA – **no later than July 29**.

Judges conduct in-person interviews with semi-finalist nominees on **August 23 and August 24**. Interviews will take less than ½ hour. Semi-finalists will be contacted by **August 16** with their specific interview time. Schedule is below:

### **TUESDAY 8/23**

8:30 – 10 am – **Start Up CEO**

10:30 – Noon – **Corporate Innovation**

1 – 2:30 pm – **Tech Titans Future - University**

### **WEDNESDAY 8/24**

8:30 – 10 am – **Emerging Company Innovation and Emerging CIO/CTO**

10:30 – Noon – **Corporate CIO/CTO and Emerging CEO**

1 – 2:30 pm – **Tech Inventor**

Finalists are notified in **August 29**.

Gala is **October 27 at the Eisemann Center**.

## FAQ

Q: Do we have to write the nominations?

A: No. The nominee can self-nominate, or someone else can nominate them.

Q: Do we judge the nominations?

A: No, the judging subcommittee does that.

Q: What are the categories?

A: See <https://techtitans.org/award-categories/>

Q: Does this committee recruit for all these categories shown on the above link?

A: No. Fast Tech, Corporate CEO and Hall of Fame are recruited separately.

Q: Where does a nominator enter a nomination?

A: Start here, at the red "Click Here to Submit a Nomination" button: <https://techtitans.secure-platform.com/a/organizations/main/home>

Q: I have a prospect for a category that I don't own.

A: Contact the category owner.

Q: My nominator doesn't want to re-type their application from last year, for the same nominee, and for what look like the same questions.

A: They don't have to. Mallory copied most categories of nominations from last year, into this year, and they're in draft form. The nominator from last year can submit them "as is" or edit them, then submit them. If they take no action, the nominations will not be automatically submitted. Alternatively, ask Mary Elizabeth to order a copy of last year's nomination, and the nominator can cut and paste that in, assuming, the questions haven't changed substantially.

Q: What if the nominee can't attend the Gala?

A: They must be able to attend the Gala.

Q: What if the nominee can't attend their judging interview?

A: Interviews will be held virtually over Zoom. Someone must attend the interview or they lose their chance at being named a finalist.

## Working your category

- Early in the recruiting period, an email blast will be sent to all prior year nominators/nominees encouraging them to apply again – Mary Elizabeth will notify you when this is complete.
- Examine the blank and sample copies PDF of your category's nomination form. (These can be found at <https://techtitans.secure-platform.com/a/organizations/main/home> by clicking the links next to each award.)  
Note: Please refrain from logging into the actual nomination system and starting a nomination, just in order to see what the form looks like. This action creates a real, live nomination entry with your name recorded on it. Refer to the sample forms instead.
- By June 15, make sure each of the 2021 nominators in your assigned categories have been contacted VIA TELEPHONE, and they have been encouraged to reapply for an award. You can contact them yourself if you feel it is beneficial for you to do so, or you can request ad hoc help by asking Mary Elizabeth for an ad hoc resource.
- If you have new prospects for your category, enter them on the prospect spreadsheet, "2021 prospects."
- Keep notes about your contact with the nominee in the "Notes" column on the prospect spreadsheet.
- 2021 winners will be marked on the prospect spreadsheet. They can't win in that category again this year, so do not pursue them for the same award for 2021. They can win in other categories this year, though.
- Mary Elizabeth will update the prospect spreadsheet to denote when a prospect has submitted a nomination, so pursuit can then be focused on other candidates.

## Suggested pitch (for non-education categories) for nominees not nominated before

Credit: Deborah Sawyer

“Dear <name>,”

As a volunteer of Tech Titans, it occurred to me that I should reach out to you to encourage you to nominate <yourself OR company name OR the name of the nominee> for a Tech Titans award: <put category name here>. If you are unfamiliar with Tech Titans, our organization recognizes the most elite in North Texas technology – individuals currently transforming the high-tech industry and giving companies that competitive edge. The prestigious annual contest recognizes outstanding technology and technology enabled companies as well as individuals in the North Texas area who have advocated the use of technology during the past year locally, as well as made contributions to the technology industry overall.

Please let me know if you wish to have the opportunity to speak with me or our gala Chair, Deborah Sawyer, to discuss the awards in more detail and encourage you to nominate. For more information, please go to <https://techtitans.org/awards-gala/> where you can find all Tech Titans Award Category Descriptions, Qualifications and Nomination forms. The Gala will be held at on October 27th. It is an evening of celebrating North Texans who are transforming the high-tech industry and giving companies that competitive edge, as well as companies leading the way. The Tech Titans Awards Gala showcases the innovators, adopters and executors impacting the technology industry for the greater good. We hope you can join us.”

## Benefits to nominees

This section based on past committee member “tribal knowledge”

### Finalist benefits to “sell” the nominee on

- The Tech Titans awards gala historically has had hundreds of attendees, with many of the attendees being some of the most influential technology executives and innovators from the DFW area. Emphasize the value of this high profile “free publicity” event
- Fantastic opportunity to meet and network with a very diverse and very successful group of other nominees attending Tech Titans
- Finalists and award winners can use this event as an additional marketing / sales tool in the pursuit of new business.

### Benefits for all nominees

Keep in mind some firms may need to be reminded of the intrinsic value the Tech Titans nomination can mean to them, even if they are not a winner or semi-finalist.

- 1 - opportunity to raise awareness of their company through press releases,
- 2 - write a blog and post on their website announcing their nomination (even if self-nominated)
- 3 - tweet the nomination through corporate and personal accounts,
- 4 - use the nomination to infuse excitement with the firm's employees when possible or  
Appropriate
- 5 – Leverage their LinkedIn company presence with various announcements & updates

## Hints for a compelling (and completed!) nomination

This section based on past committee member “tribal knowledge”

- When filling out a form, whenever possible, attempt to have the content reflect either the "beneficial results" of the task or achievement described in the form (and not just what was done), or have the results of the task or achievement characterize the value or benefits received to their client base or the general public if applicable.
- When evaluating the forms in each category, there is a limit to the word length of the application, and each section has a weighting component. That is by design, and meant to force any nominee to think carefully about the content. That typically means individuals who assist in the nomination effort will have to provide positive encouragement regarding the benefits to participating in this effort. If they push back on the writing effort, you need to be convincing in taking the position “the effort is worth the results”. This is not normally a major problem, but has become an issue if the nominee does not begin the writing effort early.
- If you are successful in convincing a firm to participate, establish a set of follow up dates to stay in touch with the company. It is important to help shepherd the process with gentle, but consistent persistence in many cases. Historically, the majority of nominations come in at the last 1 – 2 weeks, which limits your ability to help review content and make positive suggestions.

## Getting leads

- Existing clients of nomination committee members
- POTENTIAL clients of nomination committee members
- Dallas Business Journal articles (past and future)
- Dallas Morning News articles (past and future)
- Google searches and alerts for the various categories to identify new names or companies
- Your personal LinkedIn contacts
- Ask your peers (friends and co-workers) if they have heard any interesting company news recently

For any committee member who is in sales / business development or a sales management role, I have used the nomination effort to effectively increase my potential client base in the past. Nominations are a great way to make executive contact on a topic that is rewarding to the client, and expands the level of business conversation with executives.

If you have a sales staff reporting to you, I would assign a “contact quota” for both existing and potential new clients to make calls in behalf of the nomination effort. In my previous life, I paid a small financial bonus to several team members who made contact and had conversations with clients, even if they decided to not move forward with the nomination process.