

Capitalise on your finalist status



Boost morale amongst your peers

Making the shortlist isn't easy. It's not just about the entry but all the hard work that led up to it. Use the opportunity to reflect on your achievements over the last year with your team. Why not pop the bubbly over a zoom call?

Jazz up your profile

Your contacts want to know they're working with companies who are among the best - finalists have earned that status. Whether it's your company or personal profile, spruce it up.

Your finalist logo is your badge of honour. Wear it!

This is a PR opportunity. Add it to your email signature, website, presentation slides and more.

Shout about it on social

Join the party. There'll be lots of social noise once the shortlist has been revealed. Make it known that you're a front runner for the trophy and thank everyone who helped make it happen. Remember to use the event hashtag #aewards.

Write a blog

Storytelling is a buzz word thrown around a lot but not without reason. People love a story! What does being a finalist mean to you and your clients? Why do you think you were shortlisted? Make it relevant.

Share the news with your contact list

As a customer, it's nice to know you're doing business with passionate people – they'll be cheering you on. It's also a great touchpoint with prospects. Even if they're not ready to do business now, you'll be front of mind when they are.