

# Capitalise on your finalist status



**AEO**  
EXCELLENCE  
AWARDS 2023

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.

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 a trophy and thank everyone who helped make it happen.

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.

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.

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.

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. Even if they're not ready to do business now, you'll be front of mind when they are.