



AWARD NOMINATIONS FAQ

Q: What the CIO 100 Awards recognize

The CIO 100 Awards program celebrates 100 organizations (and the people within them) that are using IT in innovative ways to deliver business value, whether by creating competitive advantage, optimizing business processes, enabling growth, engaging more deeply with customers, clients and suppliers or by digitally transforming the business.

For example, did your IT organization:

- Take a risk by deploying an emerging technology or leveraging tried-and-true IT products or practices in new ways?
- Dramatically improve a business process, help expand into new markets or foster greater collaboration with internal or external stakeholders?
- Find ways to engage more effectively with new or existing customers, expand business opportunities, create cost efficiencies or increase revenue or profits?

To be selected, applicants must show our external panel of judges not only that they have executed their project well but also that they have done so in uncommon or innovative ways – perhaps by pioneering a new technology, applying a familiar technology to a new purpose, setting the bar higher for competitors, etc. Most importantly, the winning applications demonstrate specific, measurable business value, not just IT benefits.

Q: Who can apply?

Technology leaders, directors and executives, other qualified team members, as well as internal or external PR and marketing representatives may submit applications for a CIO 100 award.

Also, technology vendors may submit on behalf of their own internal IT project teams or their customers' projects or initiatives. However, technology vendors should **not** nominate any product or service they sell to external IT customers or clients.

When technology vendors apply on behalf of customer:

- You must name the customer organization and provide contacts at that organization in all the appropriate fields.
- You must have permission from the customer organization and engage the CIO and/or top project leaders at that organization in crafting your entry. Make sure the entry is written from the customer's point of view.
- You must sign off on having notified the customer of your entry prior to submitting it.
- Only the customer will be named on the award if your entry wins.

Q: Can technology vendors apply for this award?

Yes, but please be aware that this is **not** an award for IT vendors' products. If the outcome of your submitted IT project (i.e., the business benefit) is to produce a technology product or service sold directly to CIOs or other IT buyers, it will be disqualified from consideration.

However, if your innovative project produces an **internally** beneficial technology or service (ie, one not designed to be sold to customers), you are welcome to apply for a CIO 100 Award.



If you are an IT vendor who would like to nominate a customer or partner for a CIO 100 Award, we strongly advise you to enlist the CIO or IT project leader within the organization you wish to nominate to submit the application.

Q: Is there a fee to nominate?

Yes. The cost to purchase an application is \$50. If you plan to submit multiple projects, you may purchase up to 3 applications at a time.

Q: How the CIO 100 Awards are judged?

After an initial review by CIO's editors, the applications are evaluated and scored by two external judges chosen from our panel of more than 50 judges. This panel includes former CIOs, industry experts, academics, executive recruiters and other business executives. The judging is based solely on the information submitted in this online application. Due to the high volume of applications, we are unable to review any additional materials.

Q: Judging Criteria

To be selected for a CIO 100 Award, you must demonstrate excellence in two main areas:

- **Technology innovation:** The extent to which your organization used IT in a new way or enabled new ways of doing business, whether internally or externally.
- **Business value delivery:** The measurable impact, backed up by supporting data, that your project has had on your organization's business results.

Q: How to increase your chances of winning

Complete, clearly written text about your project, showing:

- Context of the project in the broader business or industry picture (i.e., is your company breaking new ground in your industry? Or demonstrably ahead of the pack?)
- Before-and-after descriptions of project impact on the business or within the IT organization.
- Candor about the challenges along the way (i.e., problems solved, company cultural changes required, etc.)
- Solid metrics showing clear business value, such as ROI, increased profitability, cost savings or efficiencies, etc. (Any specific financial results or information can be kept confidential and will not be published.)
- Personality in the writing style that engages, tells a story, shares details in a first-person voice (vs. marketing language and buzzwords.)

Q: How we use your information

The information you provide in your CIO 100 application will be used by CIO for judging the awards and potentially for articles on CIO.com, in our digital magazine or other publicity relating to the CIO 100 Awards.

Application information will be used for editorial purposes only, with the exception of contact information and vendor information, which may be used to market CIO content and programs.

If you have information about your project (such as internal metrics or financial details) that you do not want published -- but which you would like the judges to consider as part of your application -- please note this in the text box where the information appears or where asked to do so specifically in the application. Information not labeled in this way **will be considered by CIO editors to be publishable.**



Deadlines and Expectations

For the most up-to-date deadlines, please visit our website cio100.com/awards

If your company is selected as a CIO100 award winner, a member of the nominated company will need to formally acknowledge and accept the award within one week of receiving the notification via the award acceptance portal. If you do not complete this step, you will forfeit your award and the CIO editors will select another winner from the pool of finalists.

Additionally, all winning teams are invited to attend the conference, and receive their physical award and to be recognized during the CIO100 Awards dinner.

Nomination overview and instructions

Visit cio100.com/awards to download a .pdf copy of the CIO100 awards nomination questionnaire to view all questions in their entirety. (Please note that nominations must be completed online.)

You can leave the nomination website and return as many times as necessary to complete the nomination form by bookmarking the page in your Web browser or clicking on the link in your confirmation email. Before you leave the application, remember to click the "Save" button at the bottom of the form. Do not click the "Submit" button until your application is complete.

Before completing information about your nominated project or initiative, we recommend that you discuss your responses with knowledgeable people within your organization, such as the key IT managers and business-unit leaders who are major players in the project or initiative you are describing in the application. Be aware that once you have clicked on the "Submit" button, you will not be able to revise your answers.

Contact information

For questions regarding the CIO100 Awards or the nomination process, please email your questions to: awards@cio.com