SIIA CODiE AWARDS 2016

How to Nominate & Maximize ROI with the CODiE Awards

This webinar will begin October 22 at 1:00 PM ET/10:00 am PT

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What we'll be covering

- What is a CODiE Award
- What's new in 2016
- The application process
- The timeline
- Demo Tips
- How to leverage your finalist or winner status
- Q&A

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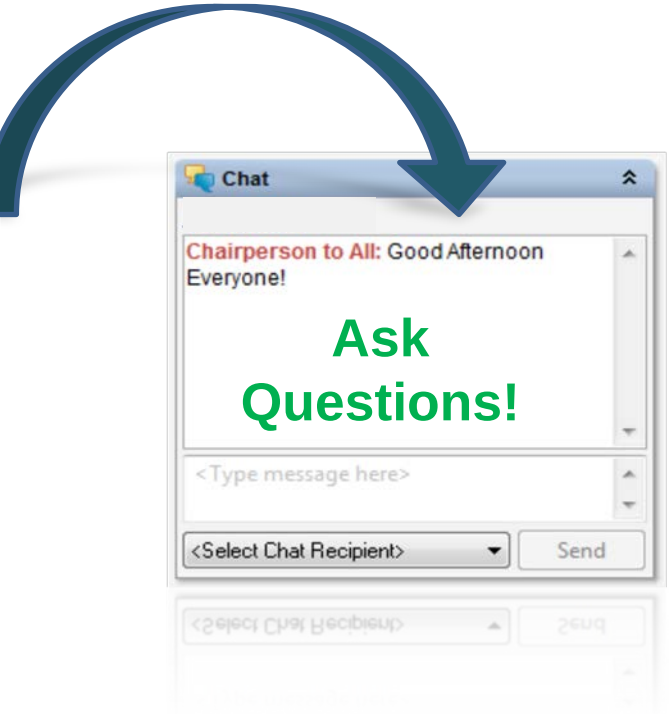
Getting the most out of this webcast



- Q&A: Please Use Chat
- Technical Issues: jbaranowski@siia.net
- Twitter: #CODiE16

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Hosts:

Morris Panner, CEO, DICOM Grid

Jen Marie Robustelli, Marketing Communications Director, Schoology

Jenny Baranowski, CODiE Awards Director

Karen Billings, VP, Education Technology Industry Network

Rhianna Collier, VP, Software & Services Division

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What is a CODiE Award?

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Why nominate?

- Product recognition
- Expert feedback
- Increased press, customer, and prospect visibility
- Bragging rights!

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What's new in 2016?

- Combined Software & Content categories into **Business Technology** Categories.
  - Now include Mobile Application categories & Vertical Market categories
- New **Education Technology** Categories:
  - Best Authoring / Development Tool
  - Best K-20 Data Solution
  - Best PreK / Early Childhood Learning Solution
  - Best PK-12 Learning Relationship Management Solution
- Categories grouped into subject related areas.

siia.net/codie/categories

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The application process

Applying is quick and easy:

1. Nominate at siia.net/codie/Nominate-Today
2. Select nominating categories
3. Pay nomination fee
4. Done!

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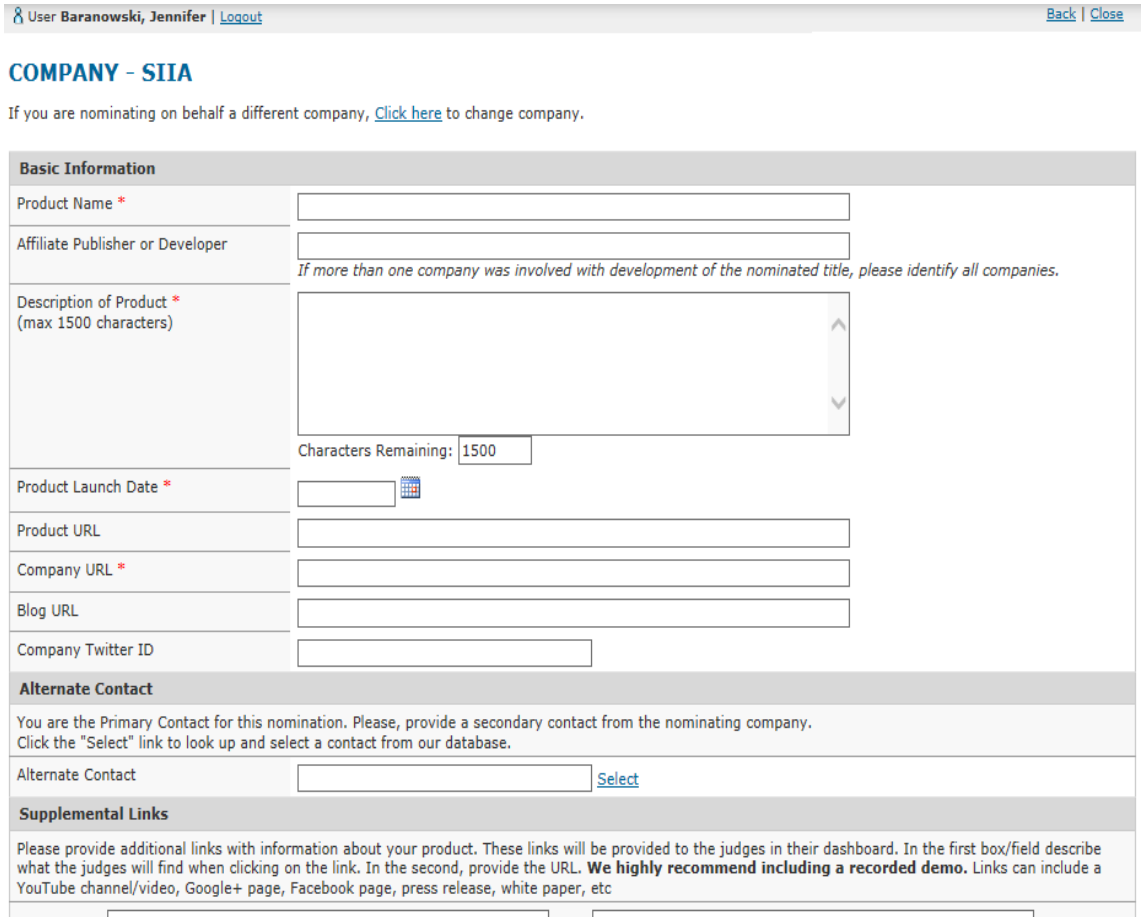
The nomination form



User **Baranowski, Jennifer** | Logout

Back | Close

COMPANY - SIIA

If you are nominating on behalf a different company, Click here to change company.

Basic Information

Product Name *	
Affiliate Publisher or Developer	*If more than one company was involved with development of the nominated title, please identify all companies.*
Description of Product * (max 1500 characters)	Characters Remaining: 1500
Product Launch Date *	
Product URL	
Company URL *	
Blog URL	
Company Twitter ID	

Alternate Contact

You are the Primary Contact for this nomination. Please, provide a secondary contact from the nominating company.
Click the "Select" link to look up and select a contact from our database.

Alternate Contact	Select

Supplemental Links

Please provide additional links with information about your product. These links will be provided to the judges in their dashboard. In the first box/field describe what the judges will find when clicking on the link. In the second, provide the URL. **We highly recommend including a recorded demo.** Links can include a YouTube channel/video, Google+ page, Facebook page, press release, white paper, etc

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Pricing

By product entry

SIIA Members	**Non-Members**
1 category: $445	1 category: $995
2 categories: $795	2 categories: $1895
3 categories: $1090	3 categories: $2590

Not an SIIA Member?
Join and Save on Your CODiE Award Entry Fee!

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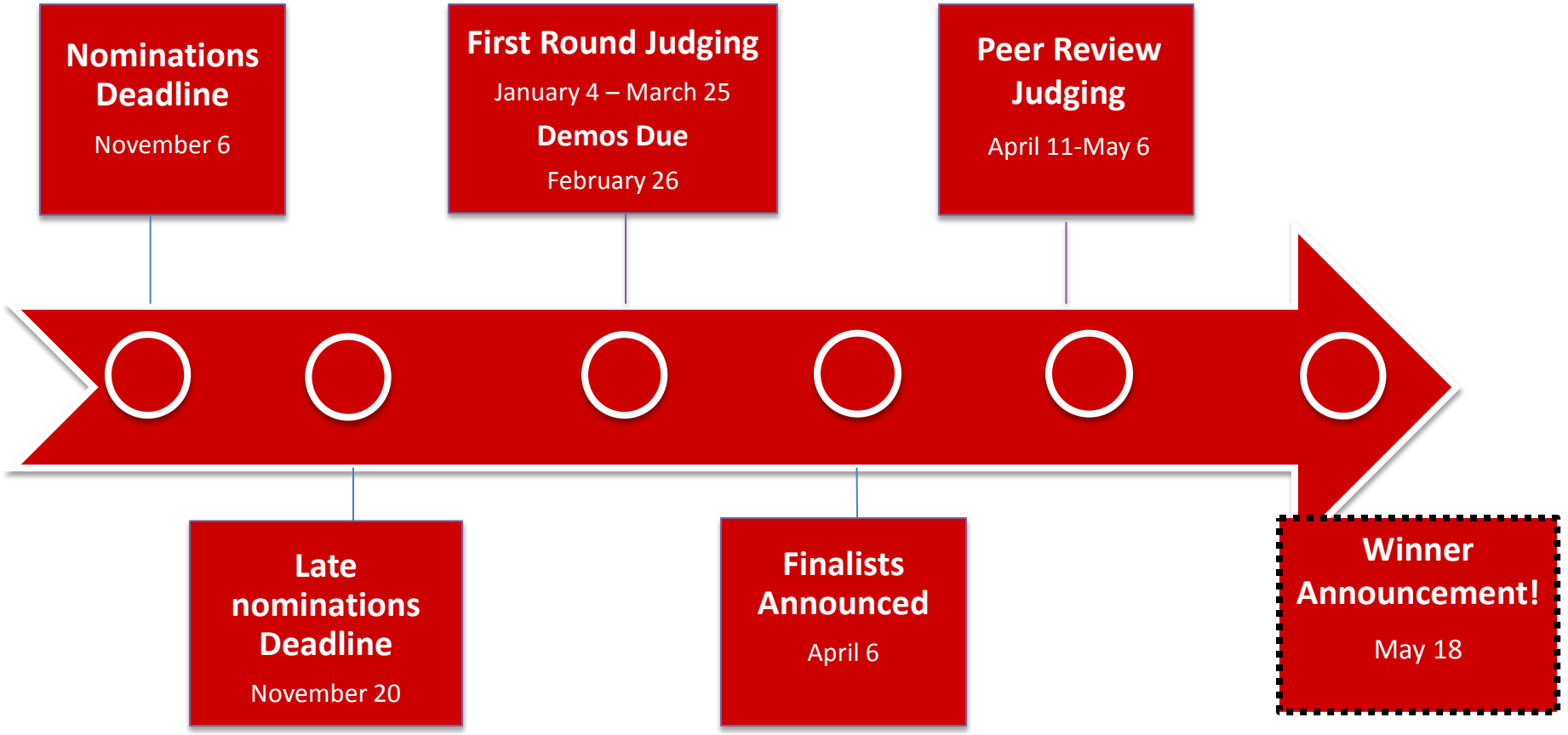
Timeline For nominees



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Dates & deadlines

Deadline	Date
Nominations Open	September 8
Nomination Period	September 8 – Nov 6
Extended Nomination Period (Nomination fees increase)	November 7 – November 20
First Round Judging	December 14- March 25
Finalists Announced	April 6
Second Round Judging	April 11 –May 6
Winners Announced	May 18

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Tips & tricks to a successful demo

- Review the judging criteria
- Communicate early and often
- Get to know your judges
- Bring your “A” game (and team)
- Customize to the audience - Don’t give a generic demo
- Set the stage with a story and dial into the important features
- Keep an eye on the time
- Thank your judges
- Follow up

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How to leverage the CODiE Awards

- Media package
- Press
- Social Media
- Photos
- Videos
- Add to your signature & website
- Tradeshows
- Presentations to customers and prospects

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Questions?

Jenny Baranowski
Director, Awards
+1.949.448.0545
jbaranowski@siia.net
@CODiEAwards