

Alberta Business Awards of Distinction

Ten ways to get the most out of being a finalist

Congratulations on making the cut! As a finalist for the Alberta Business Awards of Distinction, you join a select group of Alberta businesses that have demonstrated excellence in their industry. To help your organization get the most out of its notable accomplishment, here are a few things that you can do.



- 1. Let the media in your area know.** If you don't know how to create a media release, simply use our template media release to develop your own. Make sure to send it out to any print, radio and television media in your area. Contact us if you need help tracking down contact information for media outlets.
- 2. Let others in your industry know.** Often industry and alumni associations have a magazine or a newsletter to let others know what is happening in the industry. Send them a copy of your media release.
- 3. Include the Alberta Business Awards of Distinction logo on your website.** Contact that Alberta Chambers of Commerce to include a finalist's logo on your website, with a link directly to the media release on the Alberta Business Awards of Distinction website (www.abbusinessawards.ab.ca).
- 4. Include an announcement in your company's advertising.** A logo can be included in visual media, or a simple mention in radio media will do.
- 5. Include an announcement in on-hold and voice messages.** Listeners can go to www.abbusinessawards.ab.ca to find out more.
- 6. Include it in the company newsletter.** Your customers and suppliers can share the good news with you.
- 7. Have employees include an announcement in their e-mail signatures.** Even if you don't have a newsletter, a simple tagline with a website link can let suppliers and clients know about your accomplishment.
- 8. Let employees know.** Your company's greatest ambassadors are your employees, so make sure they share in the accomplishment.
- 9. Let others in your area know.** This list can include your federal MP, provincial MLA, mayor, councilors, Chambers of Commerce and other community organizations.
- 10. Let us know who you would like to tell.** The Alberta Chambers of Commerce can also send out e-mail messages to select groups/organizations that you would like to inform. Simply e-mail dbegin@abchamber.ca with a contact name, title, organization, and e-mail address.