

ADVOCATE MARKETING ACADEMY AWARDS



inEvidence
the customer advocacy specialist



ADVOCATE
MARKETING
ACADEMY

THE AMA's

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ABOUT THE AMA'S

The AMA's have been created to showcase excellence in customer advocacy. They launch this year. They'll feature work from around the world.

They're organised by inEvidence, the world's leading customer advocacy specialist.

They will be judged by a panel of independent, respected, industry experts. The awards will be held on October 5th at [Advocate Marketing Academy Europe 16](#).

We'd love you to come. There will be cocktails and nibbles.

We believe it's time to celebrate great work. We'd love you to be involved.

CATEGORIES

- Most-admired programme (top award)
- Programme relaunch
- Recruitment campaign
- Best use of video
- Best written content
- Innovation
- Use of social
- Advocacy programme
- Reference rockstar

KEY DATES

Nomination deadline 31st Aug
Final submission deadline 16th Sep

MAKE A NOMINATION



CATEGORIES

MANY WAYS TO WIN



MOST ADMIRED

There are programmes that just stand out from the crowd; great work that deserves recognition. It's not one isolated initiative, it's the whole package. This, the top award, is selected by the awards panel.

PROGRAMME RELAUNCH

An advocacy programme that has been turned around. And yes, we want evidence of improvement, not just statements of intent. We don't need back-from-the-dead, but we do want to see an Advocacy programme with new life and energy.

RECRUITMENT CAMPAIGN

Not just numbers. We want to see planning and intelligence behind the recruitment; why have you recruited these customers, and how are you using them?

BEST USE OF VIDEO

Best use of video for customer storytelling. And we don't just mean 'most expensive video budget'. What is it about this video story that's exceptional?

ADVOCACY PROGRAMME

The best advocacy programme of 2016. We'll be looking at how the programme identifies and interacts with advocates. We want to see a programme that is making a difference within an organisation. And we want to see impact.

REFERENCE ROCKSTAR

An individual who has made a difference in the world of customer advocacy. Could be a creator, a reinvigorator or someone who has elevated the discipline of customer advocacy. This person is an example to us all.

USE OF SOCIAL

Social as a tool to recruit customers. Social as a means to create content. Or social as a platform to spread great stories. How have you used social to strengthen your advocacy programme?

BEST WRITTEN CONTENT

Best use of the written word for customer storytelling. What is it about this written story that's exceptional?

INNOVATION

We don't want new for the sake of new, we want new that has made a difference. Examples of innovation that have moved your advocacy programme forward.

FAQS

FREQUENTLY-ASKED-QUESTIONS



BUT YOU'RE AN AGENCY...

You're not independent! How can I compete with clients that you work with?

Yes, we're an agency, we work all round the world, we've been doing this for 25 years. But these awards would not last five minutes if we didn't reflect the broader world of customer advocacy.

We have no doubt some of our clients will make the shortlist – we work with people who do good work, but we're comfortable with non-client and competing agencies winning.

The aim is for an awards that is inclusive and inspirational.

WHO IS JUDGING THIS?

We have a panel of seven, including experienced reference/advocacy pros, content creators and marketers.

NOMINATIONS

We're canvassing people in the industry and also asking for nominations in the inEvidence Global Advocacy Survey. Nominations can also be made on the [AMA microsite](#).

WHAT ARE YOU SEEKING?

In general, excellent work in customer advocacy that would be an inspiration to others. Specifically, it varies by category.

WHAT IS INVOLVED?

From you? Very little. Our aim is to make it easy for nominees, producing a one-page summary of nominated work for you. One of our editors will set up a 30-minute call and gather the information. Really. We're just looking for standout reasons why your work is worthy of note. You can also submit as much supporting material as you wish.

WHAT CAN I WIN?

A gong for the mantelpiece plus the admiration and recognition of your peers.

WHO ELSE IS INVOLVED?

We're still working on chasing up all nominations and will announce as soon as we can. That said, it will not be a surprise to learn that we have work from some of the best and brightest in the industry and are very pleased with how each category is coming along.

CAN I/MY TEAM COME?

Sure, we'd love you to come. Clearly, there is a limit on numbers, but we can be flexible. [How many tickets](#) might you need?



AMA

EUROPE 2016

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