

AWARDS: GET OUT THE VOTE & LOBBYING TIPS



Awards are a key component to Lou Hammond Group's communications brand planning:

- Improves awareness
- Increases credibility
- Establishes leadership in industry and positions among competitors
- Generates coverage and secondary coverage

Once voting has opened, nominated companies should be actively encourage voter participation. Below is a suggested list of best practices to increase engagement:

- Identify Voters: Customers, employees, friends and family are eligible to vote, in addition to travel industry partners, such as travel agents.
 - Partner Communication: Awareness of the contest is key. LHG recommends distributing an email to partners and staff alerting them that the survey is live and encouraging them to share with their guest lists and on social media. If available, include the award's nominee logo and badges and a direct link to voting site.
 - Consumer Communication: The link to the survey should be included in all mass marketing correspondence to consumers, such as such as newsletters and destination updates. The link should be posted on the nominee's social media accounts, again utilizing any award marketing assets provided.
 - Sharing is Caring: Utilizing your existing social media followers is a great way to reach an active and engaged audience. A link to the survey should be "pinned" at the top of the Twitter stream and added to the "Story Highlight" on Facebook.
 - Support Starts at Home: All employees should be active supporters and promoters of the contest. This can be done via:
 - E-signatures: Include mention of survey in employees' signatures
 - Personal social media posts
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STILL NEED HELP?

Once voting has opened and you have implemented the 'Get Out the Vote' tactics, here are some additional lobbying tips that might help you secure those extra votes!

As every award program is different, be sure that you check with your LHG team to ensure that any additional lobbying tactics are within the approved guidelines.

SOCIAL MEDIA

Create a sharable graphic to accompany the social posts that can be shared with partners. Then, boost social engagement by assigning a small budget to a promoted post campaign on Facebook.

WEBSITE

Elevate your ask online with a website pop-up graphic or temporary takeover.

HOLD A 'GET OUT THE VOTE' PARTY

Celebrate the nomination with an event. Provide complimentary drinks & appetizers, and encourage partygoers to vote.

INFLUENCERS

Contact any influencers you have hosted within the last year and ask them to help promote the award nomination on their social channels with a personal anecdote or photo from their experience or trip.

A RAFFLE

As an incentive to vote, create a raffle for participating voters to enter for a chance to win a personalized prize.

****Please check your award guidelines to ensure you are complying with its rules and regulations. Typically, you can mention the prize(s) as an incentive to vote but not as an incentive to vote specifically for your company, as that would be classified as bribery and would result in immediate disqualification. You must clearly state that the raffle entry is offered to all participating voters regardless of who they vote for and that voting for your candidate does not increase their chances of winning a prize.**

EXAMPLE

You can say:

As a thank you for taking the time to vote, the British Travel Awards enters everyone into a prize draw with some great holiday prizes up for grabs.

You cannot say (or imply):

Vote for us in the British Travel Awards for the chance to win some great holiday prizes.

INCENTIVE PROGRAMS

When incentivizing your employees to vote, we suggest promoting the voter participation as a team-building exercise. At the beginning of each calendar year, set company goals for the awards you wish to win and provide incentives for achieving a specific goal, such as complimentary team lunch. You may offer suggestions on ways in which employees can lobby their communities to 'Get Out the Vote,' but you cannot explicitly tell them to vote for the award in order to receive the incentive.