



# THE ENTERPRISE NETWORK ANNUAL CONFERENCE

Awards Gala  
September 30, 2016

#ENCON2016

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## **Awards Gala | September 30, 2016**

We are hosting our Awards Gala following the Agent Summit where we recognize agents in our network who have demonstrated excellence in leveraging technology in their day-to-day business.

## **Submitting Your Nominations**

To make this event a success, we would love your help in choosing the nominations for our awards. Nominations must be submitted by 5pm MDT on Wednesday, May 11, 2016 to Amanda Zaske at [amanda@booj.com](mailto:amanda@booj.com).

## **Interested in Being a Judge?**

Outside of “The booj Award”, nominations will be judged by a panel of Enterprise Network members. If you are interested in being a judge as well, please let Amanda know as well.

## **The Rules for Submitting Nominations**

You are allowed to nominate up to three nominees per category.

You can choose to nominate in one, many, or all categories.

Nominees can be either agents or teams from your brokerage.

Up to five nominees will be chosen for any category. A single brokerage can only end up with a maximum of two nominees chosen for any category.

You must provide a write up per nomination with as much supporting material as possible. Material will be used to create part of the slide deck for winning nominees.

Below are the nomination categories.  
10 final categories will be chosen when the nomination period ends.

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### **Best Use of Rebrand Technology**

Nominees will be judged based on creative customizations of their agent websites as well as how they integrate their websites into their overall strategy.

### **Best Use of IPW Technology**

Points will be awarded for the most impressive IPW. IPWs are expected to be full of rich content and go way past what is provided on the property detail pages that are duplicated around the web. Additional points will be scored for creative ways that the nominee integrates IPWs into their overall strategy.

### **Best Use of Rich Media**

There is so much rich media content that agents have access to; from HD photography, to interactive floorplans, to drone videos and much more. Nominees will be judged on the diversity of rich media used, but more importantly the where, how and why they use rich media the way they do.

### **Best Social Media Strategy**

Agents that will score well in this category are ones that leverage a variety of social media channels effectively. Successful strategies are ones that can boast high engagement and even better, solid leads.

### **Best Content Strategy**

To score high in this category nominees will need to have an effective content marketing strategy. The content pieces as well as the method to gain them exposure will contribute to the overall score.

### **Best Lead Strategy**

Which agent has the most effective lead strategy? Points will be awarded for volume of leads, lead conversion ratio, closing volumes assisted by technology. Focus will be placed on what part technology plays at every point of the lead lifecycle.

### **Most Creative Digital Campaign**

This award is based on a single campaign. It can be a particular piece of content and its marketing strategy, a unique mailer, a unique email campaign, etc. Points will be awarded for creativity and effectiveness.

### **Best CRM Strategy**

Our CRM has a variety of tools and features. Which team/agent is using it most effectively and why? The focus will not be solely on campaigns. Everything from tags, tasks, notes, sync, CRM app, contact worksheet data, etc. can be factored in to make an effective strategy. We want to see somewhat of a workflow/ daily/weekly/monthly/annual routine that the nominee uses effectively.

### **Most Effective Use of Technology in a Listing Presentation**

Which of your agents incorporates technology into their listing presentations to help win sellers? The diversity of technology features offered as well as the delivery method will weigh into the overall score.

### **Best Team Implementation Strategy**

Our platform is geared to help teams as a whole as much as it does each of their individual agents and staff. We are looking to find which team implements technology into their strategy in the most effective way.

### **The booj Award (Original or Jealous Award)**

Which of your agents does things a bit differently? Who is most unique? Who is most original? This award will be judged by our team alone. What we are looking for is someone that really stands out from the crowd and helps raise your company flag in the process.

### **Best Use of Technology in the Luxury Market**

Exposure and differentiation are key factors in marketing luxury properties. Which of your agents are using technology to help get the upper hand in the Luxury Market?

### **Best Use of Testimonials**

We have recently seen a surge in members encouraging the use of testimonials among their agents. Who is using these testimonials to drum up more business? What other unique ways are agents leveraging their testimonials?