



### Making an Effective Awards and Recognition Presentation



There are many occasions for honoring others, be it for sports, academic, sales achievement, for retirement, or embarking on job or a new career. Many award presentations fail because they do not do justice to the individual being honored. Some are too short or vague, and others are too long and boring.

When you are called upon to present an award or memento, it is your opportunity and duty to honor the person or persons being recognized. Proper preparation and planning will help you acknowledge the individual adequately and graciously. The following guidelines will make your awards presentation speech more effective and memorable:

1. Give praise that is appropriate to the occasion, but don't be dishonest.
2. Be as specific as possible in explaining why the recipient is being honored by listing his or her community service accomplishments, projects completed, and career highlights.
3. Demonstrate the true qualities of the recipient by making comments about what makes this individual unique or noteworthy. Ask friends and acquaintances for anecdotes or talents that should be noted.
4. To prepare your presentation seek information from those who know him or her and share the information in a straightforward and positive manner.

### Promotional Items Boost Team Spirit

In addition to presenting group and individual awards to sports participants, you can boost your team's spirit by purchasing additional personalized promotional items designed for players, parents, and even coaches. Such items are also a plus for team booster clubs looking to raise money. Check with your local awards retailer for more information on items such as

- Sports bags or ecofriendly tote bags printed with your team's name
- Imprinted team logo water bottles
- Stadium cushions
- Oversized stadium cups
- Car magnets, flags, window decals, and static clings
- Lapel pins
- Key chains and luggage tags
- T-shirts or baseball caps
- Team member dog tags
- Blankets, ponchos, and athletic towels
- Head bands, hats, mittens
- Warm-up suits, t-shirts, or sweatshirts for players and parents.



### Childhood Awards and Their Memories Last a Lifetime

If you still have your pony league baseball trophy, 4-H club ribbons, or medals from grade school swim meets, you're not alone. Nearly half of all Americans keep the awards they received as youths, according to a recent survey by TNS Worldwide Research and the Awards and Recognition Association (ARA).

While men are more likely to remember their first award (49%) than women (41%), both are just as likely to treasure them into adulthood.

"Awards are often the first tangible recognition of success, accomplishment and, we hope, teamwork," said ARA Past President BJ Bailey, Jr. "That almost half of us still have the medals and trophies we received as a kid proves that awards are a great way to make a special moment last a lifetime."

According to Bailey, approximately 70% of awards sold—among them certificates, trophies, patches, medallions, lapel pins, or plaques—are created for children and young adults. With 76 percent of Americans endorsing the importance of recognition for all sports team members, he expects the popularity of presenting awards can survive even rough spots in the economy.

### Important 2012 Calendar Dates

#### JANUARY

- 1 New Year's Day
- 16 Martin Luther King, Jr. Day

#### FEBRUARY

- 2 Groundhog Day
- 14 Valentine's Day
- 20 President's Day

#### MARCH

- 17 St. Patrick's Day
- 21 First Day of Spring

### Corporate Awards Instill Motivation

There are many reasons for giving corporate awards to employees: recognizing results, exemplary behavior,



motivation, dedication, and simply showing appreciation for their loyalty. Corporate awards allow recipients to display their accomplishments and take pride in their work. Even better, an award on an employee's desk or in his or her office makes them feel appreciated, motivated, and dedicated to doing the best job possible. Here are some suggestions for corporate awards.

- **Plaques** — Choose either solid-wood, acrylics in striking and unusual colors, or sustainable materials like bamboo.
- **Sculptures or Art Glass** — Many are now made using recyclable glass materials.
- **Gift Sets** — Golf, poker, cigar, and wine accessories are packaged in cases that feature space for personalization.
- **Crystal** — These elegant items can include cups, desk ornaments, and art crystal.
- **Clocks** — Time pieces are a classic choice and come in many shapes, sizes, and styles.
- **Creative Custom Awards** — Consult with your local awards professional to create unique recognition items that portray or reflect the intended recipient's accomplishments.