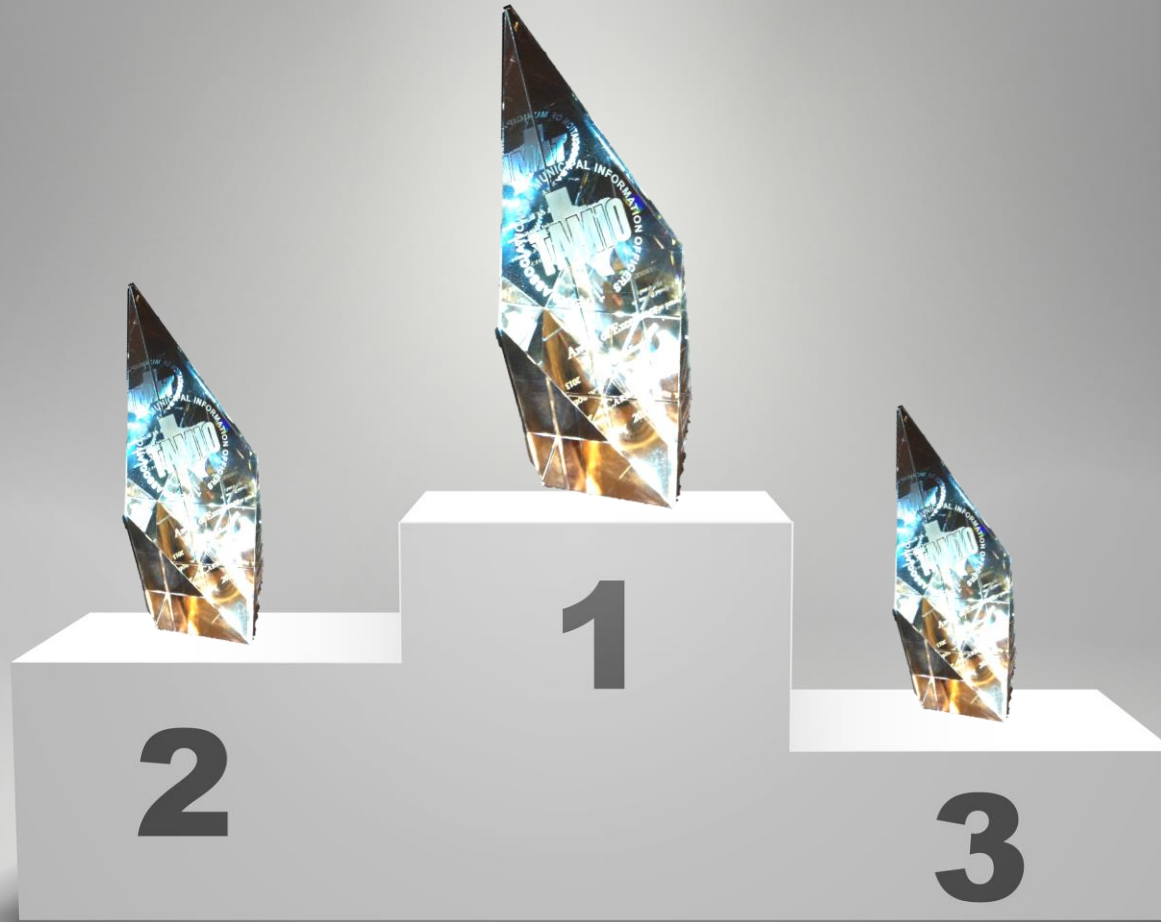


The TAMI Goes To...



Start Early

Prepare

- When you are working on something that might be award-worthy:
 - Keep everything in one file for easy access
 - Keep extra items (printed items, swag, etc.)

~~UNPREPARED~~



Analytics

Sex sells...unless it's a TAMIO entry

- Make your budget work for you
- Include all measurables
 - Website pageviews, clicks, etc.
 - Social media likes, shares, reach
 - Attendance numbers
 - Percentage changes from before to after



SEXY LITTLE NUMBERS

All About That Base

Keep your base audience in mind

- What are you doing that would make your colleagues jealous?
 - Peers are judging - Don't just use a write-up you would give your City Council or your boss
- Remember that your judges do the same thing you do every day and write/present your entry accordingly



Presentation

Wow the judges

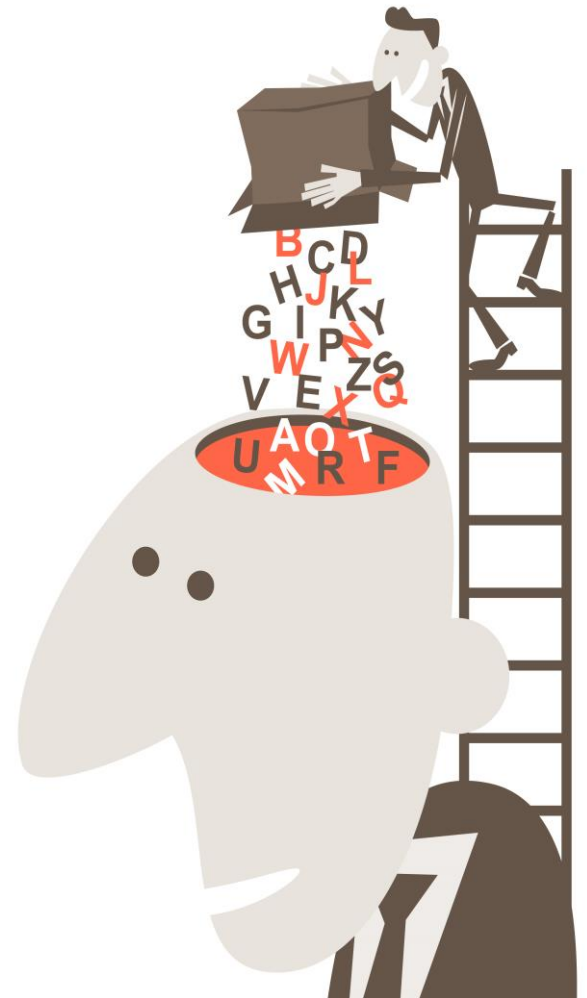
- Seasoned communicators are hard to impress
 - Pretty it up
 - No missing pieces
 - Is your entry in the correct category?
- Spoon feed it to your audience
 - Why is your entry better than the competition?
 - Does the entry make sense?



Judge

Volunteer to judge entries

- The best way to understand the competition is to see it yourself
 - Gives you an idea of the level of competition
 - Sparks creativity
- If you don't judge, at least check out the competition



Save the Modesty

Promote Yourself

- Tell:
 - Council
 - Fellow employees
 - Citizens
 - Anyone who will listen
- Send a press release to media
- Display awards



Contact Info

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