# Purpose of the Award

The PIA National Excellence in Technology and Social Media Award honors a PIA member agency for excellence in the use of technology and social media in a business setting.

# Judging Criteria

Nominees must demonstrate effective use of technology and social media to:

* Creatively promote programs
* Build upon an existing brand
* Introduce products and services to an expandable customer base.
* Engage as a member of a local community

The recipient of the PIA National Excellence in Technology and Social Media Award must be nominated by a PIA member or a PIA state or regional affiliate association. To be eligible, the agency must be a PIA-member agency.

Winner will be recognized at the PIA Annual Leadership Conference, via a PIA press release, and online video.

Nominations must be received at PIA by Wednesday, August 13, 2025.

# How to Submit Your Nomination

Complete this form on your computer by entering information in each form field (i.e. CANDIDATE’S NAMES, TITLE, etc.). You can use your mouse, the TAB key, or the arrow keys to move between fields. The amount of space for answers will expand as you type. There is unlimited space for answers to each question.

Save the completed form as a PDF file and email it to awards@pianational.org. If you are providing supplemental materials to support your nomination, email all supplemental material to awards@pianational.org. Nomination forms and supplemental materials will not be returned.

If you have any questions, contact Suzanne Proctor at awards@pianational.org.

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## Nominee’s Information

**Agency Name:\***

*\*Please list name exactly as it should appear on an award trophy.*

 **Contact:**

 **Title:**

 **Street Address:**

 **City:**

**State:****Zip:**

 **Phone:**

 **Fax:**

 **Email:****Tech Products/Social Media Platforms**

 **/Website:**

|  |  |  |
| --- | --- | --- |
| 1. If sponsor is a PIA member agent: |  | 2. If sponsor is a PIA state/regional affiliate association: |
| **Sponsor’s Name:** |  | **Association Name:** |
| **Agency Name:** |  | **Contact:** |
| **Phone:** |  | **Phone:** |

## Award Information

Insurance agencies can share pictures, videos, sounds and words through the Internet, in an easily accessible and viral method. Creative agencies can build a brand, gain referrals, introduce products, enhance a presence in local communities and more through non-traditional technology and media to connect to an expandable customer base.

Below, please describe how the agency uses technology and/or social media tools to further the goals of the agency.

When typing your answers below, the amount of space for answers will expand as you type. There is unlimited space for answers to each question.

1. **Outlining Technology and Social Media Goals:** What is the agency’s goal for using technology and/or social media?
2. **Using Innovative Methods:** What technology and/or social media methods does the agency use to achieve its goals?
3. **Measuring Success:** How do you know this technology and/or social media campaign is successful? (Provide examples; be specific)