

A woman with red hair and glasses, wearing a black sleeveless dress, is walking through a large, dimly lit room filled with people seated at round tables. She is smiling and looking towards the camera. The audience members are clapping and watching her. The room has a warm, ambient light with some purple lighting in the background. There are tables with floral centerpieces and glassware. A sign with the number '10' is visible on one of the tables.

ADMIN AWARDS®

**Meet your HR & Marketing Goals through The
Administrative Profession's Highest Honor**

Partnership Overview

Admin Awards History

Founded in 2012 in Dallas, Texas by the daughter of an Executive Secretary, The Admin Awards has emerged as the Administrative Profession's highest honor and is nationally known as the 'Academy Awards for Admins'.

Today, the Admin Awards is trusted by top Leaders from small business to Fortune 500 in 10 cities across the U.S.

[Learn more about the backstory.](#)



Continuing the Legacy of Colleen Barrett

The Colleen Barrett for Administrative Excellence Award is the Admin Awards' most prestigious award and celebrates the legendary Legal Secretary to Herb Kelleher, the Founder of Southwest Airlines who rose to President & COO during her five-decade career at SWA.

Colleen personally selects the Finalists and Winners of the Award that bears her name and reflects the unique qualities that enabled her rise at Southwest.

[Learn more about Colleen Barrett](#)



Celebrating Administrative Excellence for Over a Decade Coast to Coast

Program Regions:

Dallas Fort Worth - 2012

Silicon Valley - 2016

Denver - 2016

Houston - 2017

San Francisco Bay Area - 2017

Chicago - 2019

Boston - 2019

Philadelphia - 2021

Pacific Northwest - 2021

Washington D.C. - 2022



How it Works

Nominations submitted by business leaders in 9 Award Categories

- Above the Call
- Achiever
- Leadership
- Loyalty
- Public Service
- Rookie
- Spirit
- Strategic Partnership
- Colleen Barrett Award for Administrative Excellence

Cheers to Nominees Reception - Celebrates all Nominees

Independent Board of Judges Evaluates Candidates

Finalists Announced

"Good as Gold" Awards Gala - Finalist Companies Attend, Winners Revealed, all Admins Celebrated

"Academy Awards for Admins"



What People Say

"...The Admin Awards is brilliant! Just brilliant!"

- *Keith Krach, Chairman, DocuSign, San Francisco*

"...I've been to a number of such type events, although not for administrators, and this was one of the best run events I have ever attended"

- *John Chambers, Chairman, Cisco, Silicon Valley*

"...Winning an Admin Award was the pinnacle of my career"

- *Kathleen Earley, Executive Administrator to the President & CFO, Salesforce, San Francisco*

"...Pleasure meeting you today and seeing this great award program that you have launched. Just really impressive leadership on your part. I am a huge fan of well-executed recognition."

- *Brad Childers, CEO, Archrock, Houston*



Notable Participants



PARKER HARRIS
CO-FOUNDER & CTO
SALESFORCE



MARK TEMPLIN
CEO
TOYOTA MOTOR CREDIT



JOHN CHAMBERS
FORMER EXECUTIVE
CHAIRMAN & CEO
CISCO



ANGEL MENDEZ
COO
HERE TECHNOLOGIES



KEITH KRACH
FORMER CHAIRMAN
& CEO
DOCUSIGN



RUSS STANLEY
MANAGING VICE PRESIDENT,
TICKET SERVICES
THE SF GIANTS



GARY KELLY
CEO
SOUTHWEST AIRLINES



CHRIS KENNEDY
CHAIRMAN
JOSEPH P. KENNEDY
ENTERPRISES



BOB WORRALL
CIO
JUNIPER NETWORKS



MICHELLE WLAZLO
CHIEF
MERCHANDISING OFFICER
JCPENNEY



SEAN DONOHUE
CEO
DFW AIRPORT



MIKE FRIES
CEO & VICE CHAIRMAN
LIBERTY GLOBAL

Notable Participants



Nancy Nordberg, Silicon Valley Admin Awards Leadership Winner is congratulated by Nasdaq on their Tower in Times Square



TUNÇ DOLUCA
CEO
MAXIM INTEGRATED



BOB FLEXON
CEO
DYNEGY



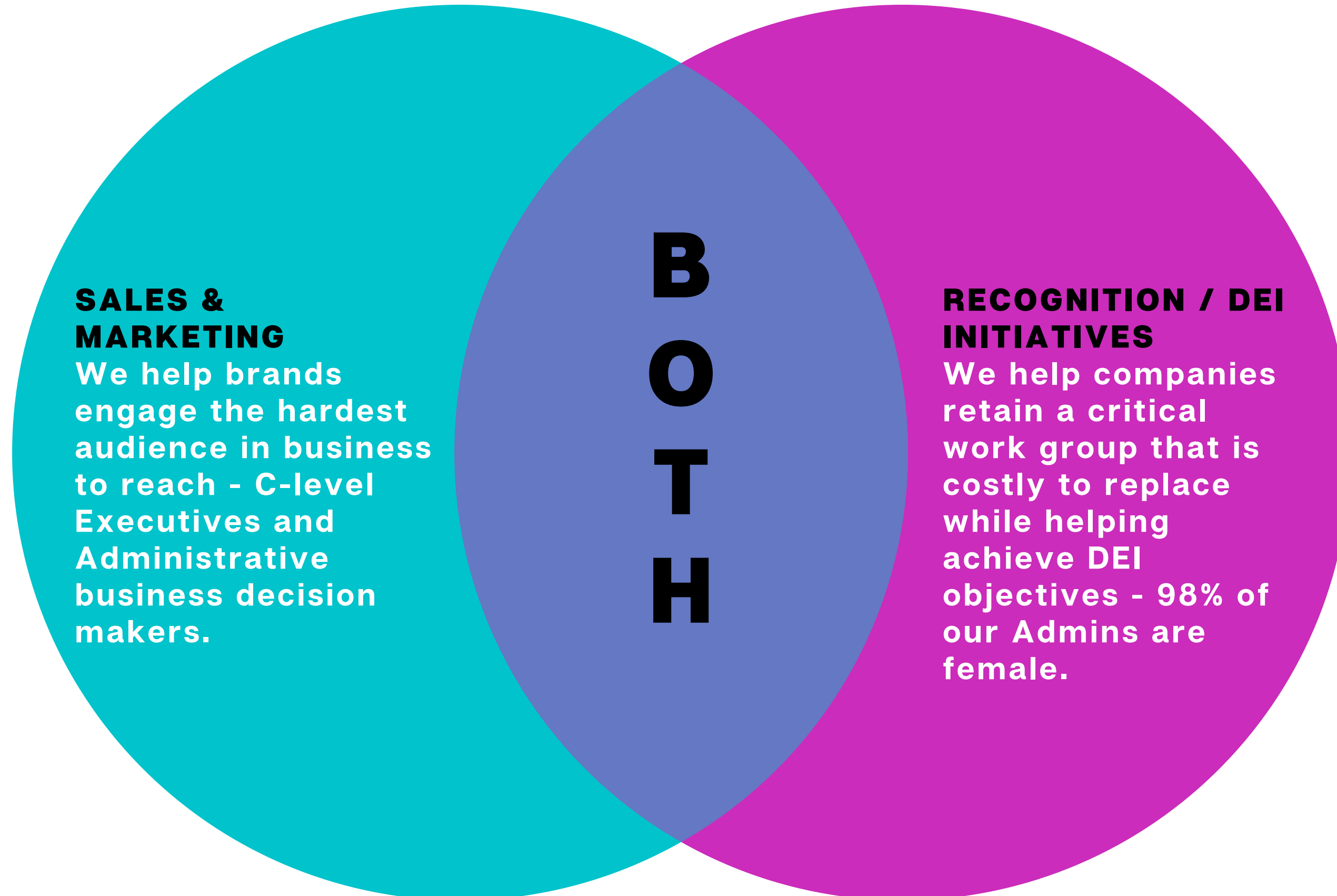
MICKY PANT
FORMER CEO
KFC



ROB LIPS
SVP & CHIEF SALES OFFICER
INTUIT

Why Do Companies Partner with Us?

We Solve Two Important Problems



Admin Awards Facts & Audience Demographics

TOP PARTICIPATING INDUSTRIES



- Aerospace
- Automotive Manufacturing
- Biotech
- Consumer Goods
- Energy
- Healthcare
- Higher Education
- Hospitality
- Legal
- Life Sciences
- Manufacturing
- Nonprofit
- Technology

TOP JOB TITLES

Executive:

- Chief Executive Officer
- Chief Financial Officer
- Chief Human Resources / People Officer
- Chief Operating Officer
- Chief Marketing Officer
- Chief Technology / Information Officer
- General Counsel
- President
- Senior Vice President

Administrative:

- Administrator
- Chief of Staff
- Executive Assistant
- Executive Business Partner
- Administrative Assistant
- Office Manager



NET PROMOTER SCORE: BRAND AFFINITY



Admin Awards = 86
World Class = 70+

Admin Awards Facts & Audience Demographics

PARTICIPATION BY COMPANY SIZE



PURCHASING POWER AT WORK:

100%

Business leaders and their Administrative counterparts = the most powerful business decision-maker duo

EVENT ATTENDANCE

350-650

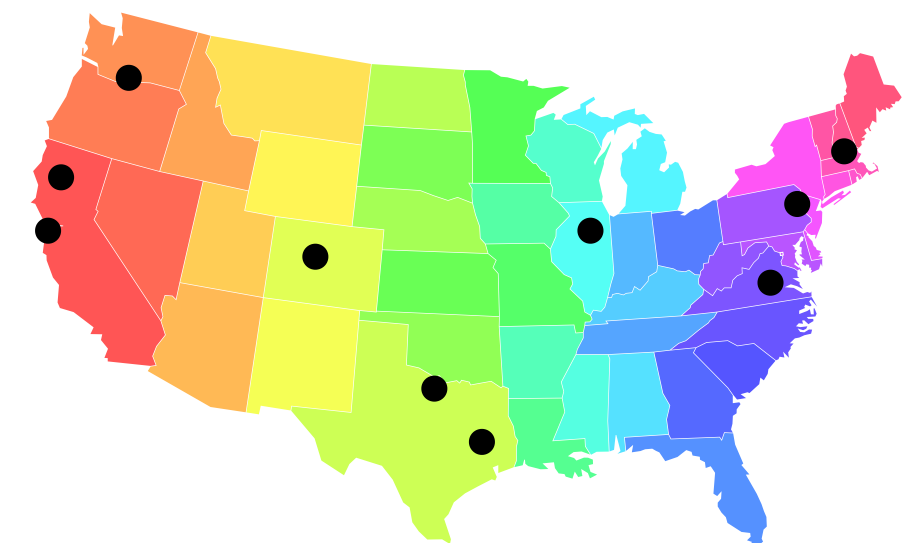
Varies by market maturity.

EXECUTIVES ATTEND TO CHEER ON FINALISTS:

98%

MARKETS

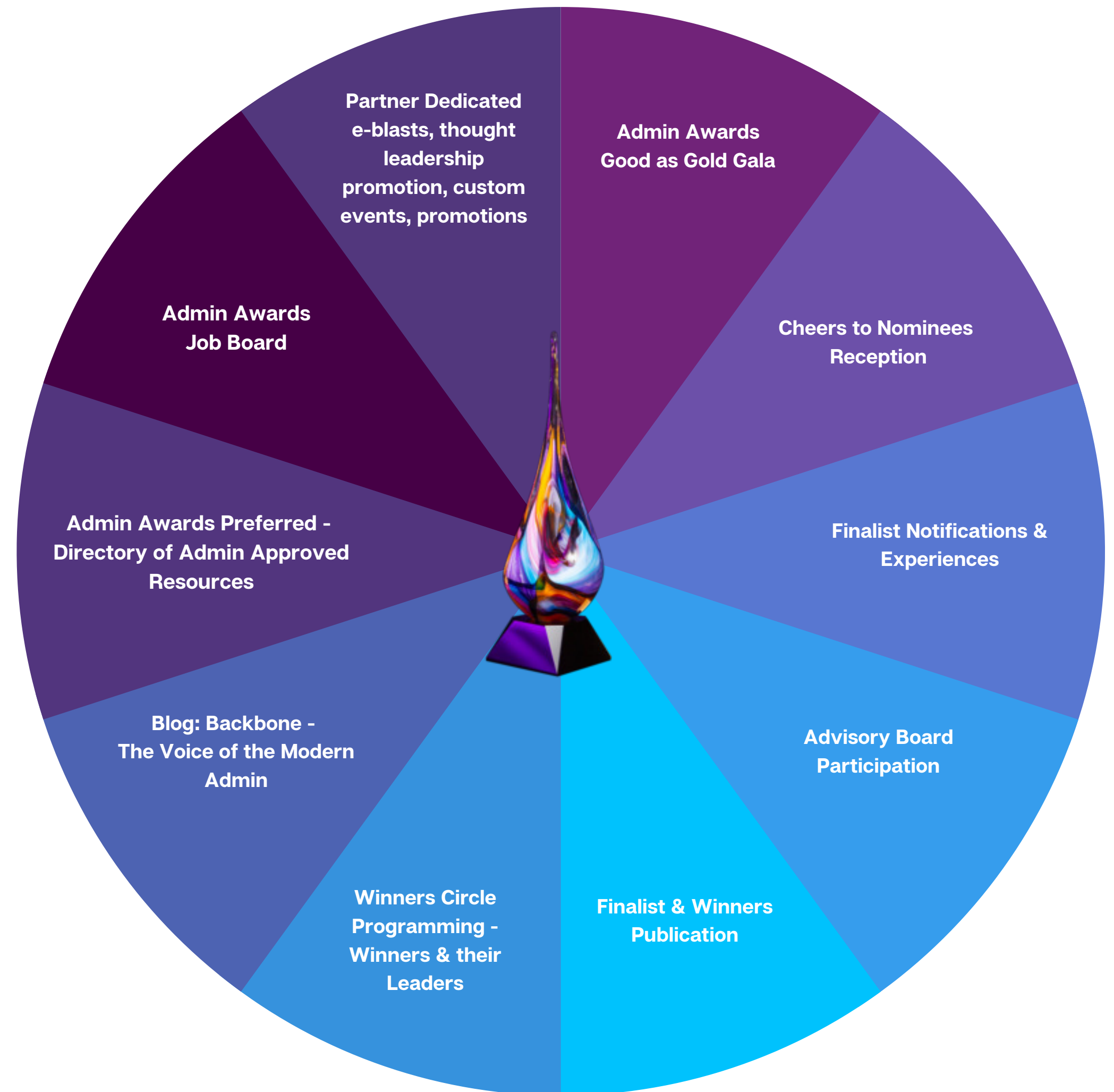
Boston
Chicago
Dallas Fort Worth
Denver
Houston
Pacific Northwest
Philadelphia
San Francisco Bay Area
Silicon Valley
Washington D.C.



Admin Awards Elements

The Admin Awards competition creates a community of engaged Executives and Administrative Professionals.

We offer our partners unprecedented access to this hard-to-reach audience through year-round events, webinars, advisory board meetings, roundtable discussions and more.





SALES & MARKETING **AUDIENCE ENGAGEMENT OPPORTUNITIES**



ADMIN AWARDS EVENTS

The Admin Awards 'Cheers to Nominees' Kick Off Party

The Cheers to Nominees reception kicks off the Admin Awards competition, is well-attended by Nominees and their Leaders in each city and is a celebration of every Nominee prior to Finalist announcements a week or two later.





The Admin Awards 'Good as Gold' Gala

The Admin Awards 'Good as Gold Gala' celebrates the extraordinary accomplishments of Administrative Professionals in each region who have advanced as Finalists in the competition. Finalists attend alongside their Leaders, Coworkers, Friends and Family. The Good as Gold Gala has become known for its five-star experience and unique traditions in celebrating the Administrative Profession.

[Watch a Gala Recap Video](#)

GOOD AS GOLD



Winners Circle

ADMINAWARDS
WINNERS
CIRCLE

The Admin Awards 'Winners Circle' is a program reserved exclusively for Admin Award Winners and their Leaders who participate in unique experiences alongside one another. The Winners Circle presents a rare opportunity for select Partners to get shoulder to shoulder with these hard-to-reach business decision makers.

Custom Programs

The Admin Awards delivers creative, unique activations that reflect the needs of our Partners. We have a deep understanding of our audience and what resonates with them and work closely with our Partners to enhance their experience.

As an example, Sourdough Sam, the San Francisco 49'ers mascot made a surprise appearance from a pre-recorded video tribute that put him live and on stage at the Silicon Valley Admin Awards on behalf of our Partner, Levi's Stadium and Events, as we worked together to build awareness of their event capabilities through a comprehensive program including custom activations.



Year-Round Sales & Marketing Opportunities

- Dedicated email marketing
- Social media campaigns
- Content distribution
- Backbone Live! Roundtable Discussions
- Promotional offers
- Custom events
- Co-branded initiatives
- Direct mail
- Experiential marketing
- Focus Groups
- Online advertising
- Advertising in the Admin Awards Finalist & Winners Pub



Advertising Opportunities in the Regional Finalist & Winners Publication - Client: Staples Business Advantage



Backbone Live! Roundtable Discussions - Client: Uber for Business



Dedicated Emails to Admin Awards Audience - Client: Gateway Global



Experiential Marketing - Client: Vail Resorts Meetings & Events

HR PARTNERSHIPS

REWARD AND RETAIN CRITICAL TALENT

Fast Facts:

The Average Cost to Replace an Executive Assistant (SHRM) **70% of their one-year salary**

The Percentage of Administrative Professionals that are Female (IAAP): **82% - Admin Awards 98%**

Increase in productivity when employees feel appreciated (HAAS SCHOOL OF BUSINESS): **23%** and truly valued **43%**

HR Partnerships

The Admin Awards works closely with HR and Company Leadership to ensure their Administrative Community feels appreciated and celebrated in a way that is tangible and meaningful.

Our HR programs are focused on helping organizations achieve retention, development, and productivity objectives.



Dedicated Account Manager to help you navigate the program.

- An Admin Awards Account Manager helps guide and support you during the nominations process
- Nominations reporting - insight into who is nominate who from within your company
- Coordination and implementation of internal Info Sessions
- Co-branded Nominations Materials
- Press release support



The Making of a Winner Seminar

Presented by the Admin Awards Founder, the Making of a Winner Seminar is one inspirational story after another with insights into what made these Administrative Professionals stand out among their peers, and what attributes were most valued by their Leaders.



VIP Treatment for Admins

- Admins are treated to the Admin Awards 'Good as Gold' Gala, a 5-star, inspiring experience where they dress in 'Good as Gold' attire
- Commemorative gift for each attending Admin
- All attending Admins are registered to win one of 14 Major Prizes valued at a minimum of \$500 and as high as \$27,000
- Participation in Years of Service acknowledgements at the beginning of each Awards Gala



Thank you ad in the Finalist & Winners Publication

Advertising in the Finalist & Winners Publication is an opportunity to thank your Admins for their contributions and dedication and/or congratulate your Nominees and/or Finalists in the program. This publication is distributed digitally to all event attendees and to the local business community.



PACIFIC NORTHWEST
ADMINAWARDS[®]
PRESENTS *Live!*
GOOD
— AS —
GOLD
A REGIONAL CELEBRATION OF
ADMINISTRATIVE EXCELLENCE

SATURDAY, AUGUST 14 | 7 PM
VIA LIVE STREAMING

NATIONAL PARTNERS

Southwest
rh Robert Half[®]

PREMIER PARTNERS



SYNOPSIS[®]



Year-Round HR Opportunities

The following are year-round programs that our HR partners have access to as part of our partnerships.

HR, Professional Development Opportunities for Administrative Professionals

- Advisory Board Leadership Opportunities
- Thought Leadership
 - Backbone Blog
 - Roundtables
 - Focus Groups
- Winners Circle events and experiences
- Admin Awards Inside
- Making of a Winner Seminar and other custom presentations available



We Keep Good Company

Southwest



rh Robert Half®

amadeus

TOYOTA

Uber
for Business

CHENIERE

PIONEER
NATURAL RESOURCES

intuit.

bxp Boston
Properties

Archrock.

LEVI'S® STADIUM
SPECIAL EVENTS

ERICSSON

brandvia
creating brand engagement

morrison
CORPORATE TRAVEL

Questions?

