

Innovation Award Application

Recognizing Thought Leaders in the Certification Industry



Now in its eleventh year, the Innovation Award recognizes innovations in testing, processes, or service within the IT certification industry.

Submission Qualifications

- Implementation of an innovative test-related initiative, process, or service within the past two years
- The product, service, or initiative must produce value for one or more stakeholders within the IT certification and testing industry, such as, but not limited to:
 - Increased security of a test
 - Resulted in a new method for evaluating competencies
 - Improved convenience or market access to your certified program
 - Enhanced the respect and demand for certified professionals
 - Improved accessibility and inclusivity of your program
- Open to companies and individuals in the IT certification industry (ITCC membership is not required)

Submission Dates

Nominations will be accepted November 1 through December 20, 2024. The award will be presented during the Spring Member Meeting.

Fee to Submit

There is no fee associated with submissions.

How and What to Submit

Please submit a brief abstract of 1,000 words or less responding to each point below via a Word or PDF document. Complete and email your submission to info@itcertcouncil.org. A 30-minute follow-up presentation and interview will take place if the submission is selected as a finalist.

- Company
- Contact name
- Contact title
- Contact phone
- Contact email
- Contact's role or relationship to the innovation
- Innovation name
- Innovation abstract

Participants must write a brief abstract of 1,000 words or less responding to each point below:

- Description of the innovation
- Description of the genesis of the innovation
- Describe the value or benefits from the innovation to the various stakeholders
- Provide the measurable results
- What lessons were learned as a result of the innovation

Panel of Judges

Selected from the ITCC members, past winners, past finalists, and the ITCC Board of Directors. An individual may not serve as a judge if the organization to which they represent submits for this award.

Judges Criteria

- **Level of Innovation:**
 - Novelty: The innovation improved an existing process/product/service or created a new one. It applied existing technology in a new way or introduced new technology.
 - Risk Level: The innovation involved high-risk exploration.
- **Value or Benefits to Stakeholders:**
 - Stakeholder Impact: The innovation brings value to stakeholders who influence the certifications and benefits the stakeholders and individual certified professionals.
 - Benefit Realization: Tangible and intangible benefits were realized by the stakeholders.
- **Strategic Genesis of the Innovation:**
 - Alignment with Strategic Goals: The innovation addresses a known weakness of threat, expanded on a strength or opportunity, expanded market share, was a new product, or serviced a new client base.
 - Strategic Impact: The potential long-term impact of the innovation had a significant impact on the organization's strategic objectives.
- **Measurable Results and Impact:**
 - Quantitative Data: Data was provided demonstrating the impact of the innovation. This could include the number of certified professionals improved, time or effort saved, and other specific metrics.
 - Effectiveness: The innovation achieved its intended outcomes based on the provided data.
 - Scalability & Maintenance: The innovation is scalable across the industry as a whole and is reasonable for the innovator to maintain.
- **Lessons Learned for the Industry:**
 - Industry Impact: The value of the lessons learned apply to the broader industry rather than just the organization or individuals involved.
 - Knowledge Sharing: The lessons learned can be/have been shared and applied across the industry.

Judging Process

1. Written Submission

All submissions will be distributed to the judging panel for the first phase of judging. Judges will score the applications based on how well the written submission addresses each of the Judging Criteria Questions. The scores from each judge will be totaled to get the submission scores. The top finalists will be selected for the presentation and interview phase of judging.

2. Finalist Presentations & Interview

Each finalist will be asked to present a 15-minute presentation explaining the innovation. Emphasis should be placed on clearly defining the innovation, the reason the innovation was developed, the benefits to the different stakeholders, the measurable results, and the lessons learned. Following the presentation, the judges will be given 15 minutes to ask questions of the innovation representative. (These presentations/conference calls will be recorded for any judge unable to attend the scheduled call.)

3. Judges Meeting

The judges will schedule a conference call to discuss their evaluation of each of the finalists and will then come to a consensus on the winning submission.

Award Winner Details

- Award presentation at the ITCC Spring Member Meeting
- A featured story in the ITCC member communications and recognition ad in industry press outlets
- Quotes from ITCC leadership for winner and finalists for press releases and internal newsletters
- Presentation opportunity at an ITCC member meeting webinar for winner and finalists

Submissions and/or questions can be directed to info@itcertcouncil.org.

**Be recognized as an IT certification innovator.
Submit for this prestigious industry award today!**