



COVR Visionary Awards & Judging – How It Works

Coalition of Visionary Resources:

Promoting Success for the New Age Business Community

Who Judges:

- A panel of five (5) objective judges are selected for each prize category.
- Those who judge Visionary Vendor awards will only be Retailers (in business more than two (2) years), retail product experts in the Visionary industry, or they are authorities in a particular category. They would never submit products in the COVR Awards program.
- Judges that are considered Vendors (wholesale to retail) are not admissible as COVR Award Judges.
- Judges must be well-versed in the category(ies) they are evaluating in order to give the best quality vote.
- Judges perceived to have any bias by the COVR Awards Committee Chair will not be considered as an evaluator.
- Judges are not monetarily compensated, which means they are donating their time to the Visionary industry. They retain the right to keep the submissions they judge.

Note: The majority of awards in like industries and others do not publish names of their Judges. This policy is one that has been adopted by COVR as well. While most Judges prefer to be anonymous so there is no perception that they are inappropriately influenced, Judges are not forbidden from revealing that they have participated following the presentation of Awards. Only two point-people know who the judging panel is for the COVR Awards: the Chairwoman of the Awards Committee, and the administrative person executing the program. These details are never discussed, even in COVR Board meetings. Each Judge can only influence 20% of the final tally per category (1/5th).

How Awards are Judged:

Using their expertise, Judges determine the best submissions in each category. All together, the total number of volunteer Judges equals 25-30 each year. After each category has been evaluated the winners of the "Best Book," "Best Music," and "Best Sideline of the Year" are determined by adding the total points scored for each of the submissions groups (book, music, or sideline) and awarded to the one submission with the highest overall point score in its category. Decisions are made based on strict criteria submitted to the Judges and on the educated opinion of these Judges, not on volume of sales nor the number of submissions by a given vendor.

The system for judging is as follows:

- All entries in a category are reviewed (some Judges will evaluate more than one category).
- A unique point value is assigned to each item from 1 to 10 with 10 being the highest.
- Awards are rated on overall quality and personal perception, and a point value is assessed. If there are more than 10 entries in a category, only the top 10 choices are scored.

For the item that is top choice, COVR requests a few words about the impression of that item. What was liked best about this book, music, or product? Was something fresh or unique? What would be said if recommending it to a friend or customer? COVR will use some of these quotes from Judges (anonymously) in the Awards Presentation at INATS-West. Include a thought or two so we can let the audience know what made this item a "winner." Please note that this step has also become very important to Award recipients and a great deal of positive feedback has been received from hearing additional comments on why their products were recognized.

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Here are some things to think about when reviewing books (but not limited to):

- How will the overall presentation of the book appeal to readers (cover, print font, paper, cost, etc.)?
- How well does the author write, use language, and get his /her point(s) across to the reader? How well does the author illustrate his/her points, develop characters, etc.? How is the clarity of instruction and aptness of examples?
- What sets this book apart from other books in its category?
- Does the book succeed in what the author is trying to accomplish? Entertain, inspire, instruct, persuade, inform, alarm, or give practical advice motivating the reader to take action?
- Who is the book intended for? Scholarly reference, non-specialist general reader, devotees of the genre, wide-ranging readership, specialized audience, age range, economic or political orientation, etc.? Does the book reach its intended audience, in your opinion?

Here are some things to think about when reviewing sidelines or music:

- How will the overall presentation of the product appeal to customers (packaging, cost, etc.)?
- What sets this product apart from others in its category? Is it unique?
- Does the product succeed at what it is trying to accomplish? This addresses quality of materials in relation to cost, content in terms of the product's goals; to entertain, enlighten, inform, instruct, etc.
- Who is the target audience? Do the product's features reach that audience?
- Is the product designed in a way that Retailers can display it easily and sell its features?
- For music, what is it a listener would like about the CD? Does it represent its genre well?

Only the Committee Chairperson and administrative people (office administration and suppliers creating personalized statues who helped finalize details) know who won COVR Awards prior to the Awards ceremony. These details are never discussed even in COVR Board meetings.

There were 24 judges from 16 States last year. There are a set number of Judges per category, usually five, which is why those submitting must send six copies of each entry. The sixth item is used for display as a Finalist or Winner at INATS-West in the COVR booth. Many Judges evaluate more than one category of books. All sidelines are judged as one group and all music as one group. The exact breakdown can change from year to year depending upon how many submissions there are per category.

Become a Judge:

To become a judge for the COVR Awards, please contact the COVR Office at:

COVR OFFICE
8751 East Hampden Avenue Suite C1
Denver, Colorado 80231
Phone: 303.368.8055
Fax: 303.368.0070
info@covr.org

To Enter the Awards:

Product submissions forms can be downloaded from www.covr.org or www.inats.com and can be found in the INATS-West Vendor packet.