**2025 Excellence in Technology Awards Program**

Who Should Enter:

* Solution providers offering technologies to Learning & Development, Talent Management, Human Resources, Diversity Functions, Sales functions, and Business Operations
* User (non-solution provider) organizations with technology functions or departments
* Professional Development and Education Associations, Universities, Non-For-Profit, and Government Agencies
* Organizations can enter alone or with their client or partner organizations.

**ENTRY CATEGORY OR CATEGORIES:** Please place an X before the appropriate category listed below.   
  
***NOTE:*** *If you are submitting this entry in multiple categories, a separate entry fee and entry form is required for each category submission.*

*If you are submitting this entry in multiple categories, please create a separate entry form for each submission and only mark (1) category on each of the entry forms, so it is clear what category each entry belongs to.*

# Future of Work:

|  |  |
| --- | --- |
|  | Best Advance in Business Automation |
|  | Best Advance in Business Strategy and Technology Innovation |
|  | Best Advance in AI for Business Impact |
|  | Best Advance in Technology Innovation for the Remote Workforce |
|  | Best Advance for Leading Under a Crisis |
|  | Best Advance in Corporate Wellbeing Technology |
|  | Best Advance in Social Impact Innovation |
|  | Best Advance in Diversity and Inclusion Innovation |
|  | Best Advance in Generative AI for Business Impact |
|  | Best AI Ethics & Governance Solution |
|  | Best Digital Adoption Platforms |
|  | Best Ethical AI & Responsible Technology |

# Learning and Development:

|  |  |
| --- | --- |
|  | Best Advance in Learning Management Technology |
|  | Best Advance in Learning Management Technology for External Training |
|  | Best Advance in Learning Management Technology for Compliance Training |
|  | Best Advance in Performance Support Technology |
|  | Best Advance in Content Authoring Technology |
|  | Best Advance in Content Management Technology |
|  | Best Advance in Technology for Testing or Learning Evaluation |
|  | Best Advance in Mobile Learning Technology |
|  | Best Advance in Social Learning Technology |
|  | Best Advance in Technology for Virtual-Classroom or Conferencing Technology |
|  | Best Advance in Video for Learning |
|  | Best Advance in Gaming or Simulation Technology |
|  | Best Advance in AI and Machine Learning |
|  | Best Advance in Augmented and Virtual Reality |
|  | Best Advance in Learning Management Measurement/Business Impact Tools |
|  | Best Advance in Software for a Training Company |
|  | Best Advance in Technology for Crisis Management |
|  | Best Advance in Performance Support Technology for Crisis Management |
|  | Best Advance in Learning Management Technology for Small and Medium-Sized Businesses |
|  | Best Advance in ILT Management and Delivery |
|  | Best Advance in Emerging Learning Technology |
|  | Best Advance in Unique Learning Technology |
|  | Best Advance in Education Delivered Through Technology |
|  | Best Advance in Generative AL Learning Solution |
|  | Best Advance in Generative AI Solution |
|  | Best Skills Intelligence & Skills-Based Platforms |
|  | Best Conversational AI for Employee Experience |
|  | Best Extended Reality for Workplace Learning |

# Talent Management:

|  |  |
| --- | --- |
|  | Best Advance in an Integrated Talent Management Platform |
|  | Best Advance in Social Talent Management Technology |
|  | Best Advance in Employee Engagement Technology |
|  | Best Advance in Talent Management Measurement/Business Impact Tools |
|  | Best Advance in Succession Management Technology and Tools |
|  | Best Advance in Leadership Simulation Tools |
|  | Best Advance in Performance Management Technology |
|  | Best Advance in Performance Management Technology for Crisis Management |
|  | Best Advance in Online Coaching Tools |
|  | Best Advance in Online Mentoring Tools |
|  | Best Advance in Career Management or Planning Technology |
|  | Best Advance in Technology for Crisis Management |
|  | Best Advance in Talent Management Technology for Small and Medium-Sized Businesses |
|  | Best Advance in Emerging Talent Management Technology |
|  | Best Advance in Unique Talent Management Technology |
|  | Best Generative AI Talent Management Technology |
|  | Best Use of Generative AI for Employee Development |
|  | Best AI-Powered Talent Intelligence Platform |
|  | Best Employee Experience Platforms (EXP) |
|  | Best Internal Talent Marketplaces |
|  | Best Talent Intelligence Platforms |
|  | Best Skills Matching & Career Navigation |

# Human Resources:

|  |  |
| --- | --- |
|  | Bests Advance in Time and Labor Management (time and attendance, scheduling, absence and leave management, compliance, self-service) |
|  | Best Advance in Compensation and Benefits and/or Payroll Administration |
|  | Best Advance in HR Predictive Analytics Technology |
|  | Best Advance in Rewards and Recognition Technology |
|  | Best Advance in Assessment and Survey Technology |
|  | Best Advance in Technology for Readapting to the Workplace and Workplace Culture |
|  | Best Advance in HR or Workforce Management Technology for Small and Medium-Sized Businesses |
|  | Best Advance in Emerging HR or Workforce Management Technology |
|  | Best Advance in Unique HR or Workforce Management Technology |
|  | Best Generative AI Human Resource Technology |
|  | Best Use of Generative AI for Employee Development |
|  | Best AI-Powered Talent Intelligence Platform |
|  | Best Employee Experience Platforms (EXP) |
|  | Best Internal Talent Marketplaces |
|  | Best Talent Intelligence Platforms |
|  | Best Skills Matching & Career Navigation |
|  | Best Workforce Intelligence & People Analytics |
|  | Best Innovation in AI-Human Collaboration Tools |
|  | Best Use of AI for Workplace Wellness & Mental Health |
|  | Best AI for Diversity, Equity & Inclusion |
|  | Best AI for Employee Sentiment Analysis |
|  | Best AI for Workforce Planning & Optimization |

# Talent Acquisition:

|  |  |
| --- | --- |
|  | Best Advance in Talent Acquisition Technology |
|  | Best Advance in Candidate Experience Management Technology |
|  | Best Advance in Sourcing Technology |
|  | Best Advance in Candidate Assessments Technology |
|  | Best Advance in Onboarding Technology |
|  | Best Advance in Recruitment Marketing Technology |
|  | Best Advance in Social Talent Acquisition Technology |
|  | Best Advance in Mobile Talent Acquisition Technology |
|  | Best Advance in Employee Referral Technology |
|  | Best Advance in Recruitment Process Outsourcing (RPO) Technology |
|  | Best Advance in Talent Acquisition Technology for Small and Medium-Sized Businesses |
|  | Best Advance in Emerging Talent Acquisition Technology |
|  | Best Advance in Unique Talent Acquisition Technology |
|  | Best Generative AI Talent Acquisition Technology |

# Sales Enablement:

|  |  |
| --- | --- |
|  | Best Advance in Sales Enablement and Performance Tools |
|  | Best Advance in Mobile Sales Enablement and Performance Tools |
|  | Best Advance in Client Relationship Management Automation |
|  | Best Advance in Sales Training Online Application |
|  | Best Advance in Client Acquisition and Retention Technology |
|  | Best Advance in Sales Enablement Technology for Small and Medium-Sized Businesses |
|  | Best Advance in Emerging Sales Enablement Technology |
|  | Best Advance in Unique Sales Enablement Technology |
|  | Best Generative AI Sales Enablement Technology |

Instructions:

1. You must use this Word document for your entry submission.
2. Type a description of your entry into the appropriate sections of this document.
3. Do not change the fonts or formatting.
4. The judging panel will review each entry using the judging criteria set forth below.
5. Write in paragraph form and check spelling. Write using the third person. Do not use “we, our, us,” etc.
6. Screen captures, Images, charts, and graphs may be added to this document, please do not include separate documents. Please insert these items within the context of your responses.
7. If applicable, you may provide supporting reports, video, and links to courses. Please provide proper access information to courses and details for special instructions. If you are providing passwords to courses or video, make sure they are valid for one year or more and can be easily accessed by the web. Do not include any links or embedded links within this form. All URLs and embedded links need to be provided in your online application.
8. Avoid “marketing” language; however, if you’re a solution provider, please include client examples or testimonials; and, if you’re a user organization (an organization in which the program has been deployed), please include actual examples of how the program is being used and the results.
9. When completed, this document should be approximately 15 pages, font size Helvetica 12, not including the details already provided here for instructions or graphics. If you have additional supporting information, you may include it in the appropriate sections of this entry form or in an appendix at the end of the document.
10. Within the online application, if you have selected yes to granting Brandon Hall Group permission to publish your entry, and there are parts of your application that you wish not to have published, highlight those sections in this form in red so that we will omit them when publishing.
11. Save with a new filename. Example: Company Name\_Category\_ShortTitle.docx
12. Sign up or log into the Technology Awards portal: <https://excellenceawards.brandonhall.com/technology/>, upload your completed entry form document in **word format**. Continue to complete the online application and payment.
13. If you are entering in more than one category, make sure to complete an entry form for each and a payment for each.

**Please direct all questions to:** [**awards@brandonhall.com**](mailto:awards@brandonhall.com)**. Do not send any applications via email, but only through the award application site.**

|  |  |
| --- | --- |
| Judging Criteria: The judges will judge your entry on a scale of 1-6 on each of these criteria below. | |
| 1. Value Proposition | Clearly describe examples of how your solution addresses business needs. |
| 1. Innovation | The solution offers effective, easy-to-use applications that are supported by solid processes, strategies, and methods. |
| 1. Unique Differentiators | The solution has clearly defined differentiators from other similar technologies. |
| 1. Demo | Please include a visual with a narrative or recorded demonstration of your solution. It should offer concise examples of how your clients or audience use your solution. |
| 1. Measurable Results | Include a list of benefits, impact, and experience that your solution offers. |

The judging panel will be reviewing each submission for examples and visuals that adequately demonstrate thorough technology and process descriptions and actual business outcomes. Entrants should refrain from using excessive marketing language.

Entry Overview:

***Please make sure all information matches the online application.***

**Entry Information**

|  |  |
| --- | --- |
| **Entry Title** | (insert text here) |
| Name of Entering Organization | (insert text here) |
| \*OPTIONAL - Other entering Organization | (insert text here) |
| \*OPTIONAL -PR | (insert text here) |
| Date | (insert text here) |
| Category | (insert text here) |
| Brief Description of Entry (2-3 Sentences) | (insert text here) |

**Company Background**

Insert company logo here

*Provide information about your organization, its size and scope, and the industries served. It is also helpful to include a company vision or mission. Please indicate if any information is not being provided due to confidentiality.*

|  |  |
| --- | --- |
| **Company-at-a-Glance** | |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
| Revenue | (insert text here) |
| Employees | (insert text here) |
| Global Scale (Regions that you operate in or provide services to) | (insert text here) |
| Customers/Output, etc. (Key customers and services offered) | (insert text here) |
| Industry | (insert text here) |
| Stock Symbol | (insert text here) |
| Website | (insert text here) |

Entry Details:

Value Proposition (based on judging criteria 1: Value Proposition)

*Provide details of how your solution solves problems and addresses business needs. This section should include specific examples of how your solution is currently being used by the audience you are distributing to.*

*If you are a Technology Solution Provider, include at least one client example or testimonial is required for this section. (Please obtain the necessary client approval to include testimonials.)*

*Details:*

Product or Program Innovation (based on judging criteria 2: Innovation)

*What is your solution’s breakthrough innovation? Provide a description of the effectiveness of your solution, the ease of use, efficient process, advanced methods, and strategies, etc.*

*Following are some suggested examples of areas of innovation:*

* *Simplicity of your solution*
* *Advanced functionality*
* *Flexibility, customization, and integration*
* *Pricing model*
* *Client service approach*
* *Development methods*
* *Market positioning and approach*

*Details:*

Unique Differentiators (based on judging criteria 3: Unique Differentiators)

*Provide details of how your solution is unique.*

*Screenshots or visual examples of the specific differentiators are helpful.*

*Details:*

**Technology Demo** (based on judging criteria 4: Demo)

*We are excited to review your supporting documentation. You will be required to include links to materials such as: URLs, videos, presentations, and/or trial access credentials, in your online application. Do not include links to these materials within this document.*

*Details:*

**Measurable Result** (based on judging criteria 5: Measurable Results)

*Provide details on the measurable benefits.*

*If you are a Technology Solution Provider, include actual case-study benefits obtained from clients/audience. The names may be redacted; however, industry and benefit details are required.*

*Details:*