

The Revenue Room™ **VANGUARD** **wards**

NOMINATION GUIDE

Recognizing outstanding women leaders, organizations, products, AI solutions, and business initiatives across the media, events, information, data, and technology industries.

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This guide answers the most common questions about nominating for The Revenue Room™ Vanguard Awards — from eligibility and preparation through judging and results. Read it before you begin, and keep it on hand while you complete your submission.

SECTION 01

ABOUT THE VANGUARD AWARDS

What are the Vanguard Awards?

The Vanguard Awards recognize outstanding women leaders, organizations, products, AI solutions, and business initiatives that demonstrate exceptional leadership, innovation, execution, and measurable business impact across the media, events, information, data, and technology industries.

Where do I submit my nomination?

All Vanguard Awards nominations must be submitted through the official **Vanguard Awards nomination platform, powered by Judgify.**

[Register or sign in to submit your nomination →](#)

You can save your nomination as a draft and return to complete it before the applicable submission deadline.

Is there a fee to nominate?

No. There is no fee to submit a nomination, and there is no cost associated with winning a Vanguard Award.

Who should submit a nomination?

Nominations may be submitted by:

- Self-nominees
- Colleagues
- Managers
- Direct reports
- Clients
- Customers
- Vendors
- Sponsors
- Business partners
- Board members
- Industry peers

All nominators must accurately disclose their relationship to the nominee.

May I nominate myself?

Yes. Self-nominations are permitted unless the rules for a particular category state otherwise.

May I nominate someone with whom I have a business relationship?

Yes. Sponsors, vendors, colleagues, managers, board members, clients, partners, and other legitimate business contacts may submit nominations. The relationship must be disclosed accurately.

Can I submit more than one nomination?

Multiple nominations may be permitted, subject to any event-level or category-level submission limits. Each nomination must be submitted separately and should clearly demonstrate why the nominee qualifies for the selected category.

BEFORE YOU BEGIN YOUR NOMINATION

Thank you for your interest in The Revenue Room™ Vanguard Awards.

The Vanguard Awards recognize exceptional leaders, organizations, products, and AI-enabled solutions that demonstrate meaningful innovation, strong execution, and measurable business impact across the media, events, data, information, and technology industries.

Before beginning your nomination, please review the eligibility requirements, award rules, supporting-material guidelines, confidentiality provisions, AI-use disclosure requirements, judging process, and Terms and Conditions outlined in this guide.

We recommend preparing your nomination responses and supporting evidence before opening the submission form.

SECTION 02

ELIGIBILITY

Before proceeding, confirm that the nomination meets the following requirements. Eligibility may vary by category, so review the applicable category definition before beginning your entry.

ELIGIBILITY REQUIREMENTS CHECKLIST

- ✓ **She holds a qualifying senior leadership role.**
C-suite, President, GM, EVP, SVP, global, divisional, or portfolio leadership positions, or an equivalent role with comparable accountability.
- ✓ **Her results fall within the eligible window.**
Eligible achievements and measurable results must fall between January 1, 2025 and August 21, 2026. Initiatives may have begun earlier.
- ✓ **She can attend October 6, 2026 in New York City.**
Finalist attendance is encouraged. To receive an award, the winner or an approved senior representative from her organization must attend in person at Revenue Room™ Salon: Women Who Accelerate and Lead, at The Yale Club.
- ✓ **Her work fits one of the five nominated categories.**
Revenue Leadership, Data & AI Leadership, Marketing Leadership, Product Innovation Leadership, or Best AI Agent. Work spanning categories may receive separate nominations for substantively distinct initiatives.
- ✓ **Her organization operates in an eligible sector.**
Media and publishing, broadcast and cable, events, exhibitions, and conferences, data and information services, marketplaces and buyer-seller platforms, associations and association management companies, professional communities and networks, or entertainment and sports.
- ✓ Technology vendors, agencies, consultants, and systems integrators are not eligible nominee organizations — but they may nominate qualifying customers and be captured as contributing technology partners. Revenue Room™ membership is not required.

How do I know which category to choose?

Review each category description carefully before beginning your nomination. Select the category that best represents the nominee's strongest body of work and measurable accomplishments.

May I submit the same nomination in multiple categories?

Only if the nomination clearly satisfies the criteria for each category. Duplicate submissions without meaningful differentiation are discouraged.

Are pilot programs eligible?

Generally, no.

Active pilots are not eligible for Product Innovation Leadership or Best AI Agent. A Data & AI Leadership pilot may qualify only when material business results already exist.

Are concepts or future products eligible?

No. Planned concepts, proof-of-concept projects, roadmaps, and planned initiatives are not eligible.

SECTION 03

PREPARING YOUR NOMINATION

Approximately how long does the nomination take?

Most nominations require between 15 and 25 minutes depending upon the complexity of the submission and the availability of supporting information.

Can I save my nomination and finish later?

Yes, you may save an incomplete entry as a draft. However, you remain responsible for completing and formally submitting the nomination before the published deadline.

Can I edit a nomination after starting it?

Yes, you may edit a nomination after starting it. All required information must be completed and the entry must be formally submitted before the deadline.

WHAT YOU WILL NEED

Please have the following information available before beginning your nomination:

- ✓ The nominee's full name, title, organization, scope of accountability, and contact information
- ✓ The appropriate Vanguard Award category
- ✓ A clear nomination narrative describing the nominee's qualifications
- ✓ Examples of leadership, innovation, execution, or business impact
- ✓ Measurable results or supporting evidence
- ✓ Relevant public URLs, demo links, or video links, when applicable
- ✓ One optional PDF supporting-material file
- ✓ Information regarding any use of generative AI in preparing the nomination
- ✓ Disclosure of your relationship to the nominee
- ✓ Authorization to provide the information included in the nomination

What makes a strong nomination?

Successful nominations typically include:

- A clear business challenge
- Leadership demonstrated
- Innovation
- Execution
- Measurable business outcomes
- Supporting evidence
- Specific examples

Avoid vague marketing language.

SECTION 04

AWARD CATEGORIES

The Vanguard Awards comprise five categories, each detailed on the following pages. Review each definition carefully and select the category that best represents the nominee's strongest body of work and measurable accomplishments.

- ✓ Vanguard Award for Revenue Leadership
- ✓ Vanguard Award for Marketing Leadership
- ✓ Vanguard Award for Product Innovation Leadership Vanguard
- ✓ Vanguard Award for Data & AI Leadership
- ✓ Vanguard Award for Best AI Agent

VANGUARD AWARD FOR REVENUE LEADERSHIP

This award recognizes a senior woman commercial leader who has materially strengthened the performance, resilience, and long-term value of their organization.

WHAT WE ARE RECOGNIZING

We are evaluating the leader, not merely a revenue project. Use a specific commercial initiative or body of work to show how they exercised judgment, made difficult decisions, aligned teams, improved the quality of revenue, and created durable business value.

A STRONG NOMINATION WILL SHOW

Strong entries show measurable impact across revenue growth, profitability, margin, retention, expansion, pricing, recurring revenue, customer lifetime value, productivity, revenue mix, or go-to-market transformation.

CATEGORY BOUNDARY

This is not limited to top-line growth and is not an award for a sales campaign or tool implementation without clear executive leadership.

VANGUARD AWARD FOR MARKETING LEADERSHIP

This award recognizes a senior woman marketing leader whose leadership has materially improved brand position, audience growth, demand, customer engagement, and commercial performance.

WHAT WE ARE RECOGNIZING

We are evaluating how the nominee elevated marketing as a business function, changed decisions or operating models, influenced peers, and connected marketing to enterprise outcomes. A campaign or transformation initiative should serve as evidence of their leadership.

A STRONG NOMINATION WILL SHOW

Strong entries connect marketing to pipeline, revenue, acquisition, retention, subscriptions, sponsorship, audience monetization, or customer value and show a capability that will endure.

CATEGORY BOUNDARY

Impressions, clicks, opens, followers, and content volume are not enough unless tied to meaningful business outcomes.

VANGUARD AWARD FOR PRODUCT INNOVATION LEADERSHIP

This award recognizes a senior woman product leader who has created, launched, or scaled a customer-facing product that delivers measurable customer and commercial value.

WHAT WE ARE RECOGNIZING

We are evaluating the leader who identified the opportunity, made the product choices, managed trade-offs, aligned teams, brought the product to market, and improved the company's competitive position.

A STRONG NOMINATION WILL SHOW

Strong entries show customer validation, live market use, adoption, retention, engagement, revenue, margin, or other measurable value, along with the nominee's personal leadership.

CATEGORY BOUNDARY

The product must be live and available to real customers. Internal tools belong under Data & AI Leadership.

VANGUARD AWARD FOR DATA & AI LEADERSHIP

This award recognizes a senior woman leader who has turned data, analytics, intelligence, or AI into measurable enterprise value.

WHAT WE ARE RECOGNIZING

We are evaluating the leader who created the strategy, built trust, drove adoption, and converted technical capability into business performance. Use the nominated capability or initiative to demonstrate their leadership.

A STRONG NOMINATION WILL SHOW

Strong entries show enterprise relevance, cross-functional adoption, responsible governance, measurable outcomes, operational durability, and a credible path to scale.

CATEGORY BOUNDARY

A dashboard, isolated experiment, or technical pilot without material results and leadership impact is not sufficient.

VANGUARD AWARD NOMINATION QUESTIONS

The questions below are provided so you can prepare thoughtful, evidence-backed responses before opening the submission form. We recommend drafting your answers in a separate document, gathering your supporting metrics as you write, and observing the stated response limits — judges consistently score focused, specific answers higher than long, general ones.

NOMINATION QUESTIONS

What was the business challenge or opportunity, and what did the nominee personally lead, decode, or change?:

Set the context, stakes, and starting point. Make the nominee's individual accountability and executive judgment clear.

What was meaningfully different about the nominee's approach, and how did they align people, capabilities, data, AI, technology, or partners to execute it?:

Show what changed from prior practice and how the nominee aligned the people, capabilities, tools, and partners required to deliver the work.

What measurable impact did the nominee's leadership create, and what is now in place to sustain or scale the results?:

Connect the nominee's leadership to measurable outcomes and identify the capabilities, operating discipline, adoption, or next-stage scale that will endure.

VANGUARD AWARD FOR BEST AI AGENT

The Best AI Agent Award recognizes a specific, deployed AI agent from a company. The submission should name the company, the agent, and the executive accountable for its deployment and results. The agent is eligible if it was led by a woman executive or if the agent has a female persona. If selected, the award will recognize the company and the named AI agent.

WHAT WE ARE RECOGNIZING

The agent may qualify through any of these paths: the agent is presented with a female identity or name; a woman executive sponsored or owned the agent; a woman led the product or development effort; or a woman served as the principal developer or architect.

A STRONG NOMINATION WILL SHOW

Strong entries show the agent operating in a real workflow, making or supporting decisions, using tools or systems, completing actions with meaningful autonomy, and delivering measurable business value with responsible oversight.

CATEGORY BOUNDARY

A chatbot, prompt library, static automation, recommendation-only tool, pilot, or roadmap does not qualify unless it performs real actions in production for at least 60 days.

VANGUARD AWARD FOR BEST AI AGENT QUESTIONS

What is the agent called, what job does it perform, who uses it, and what meaningful business problem does it solve?:

Introduce the agent in plain English, including the workflow, user or customer, production launch date, and meaningful goal it is responsible for achieving.

What inputs, decisions, tools, actions, and outputs does the agent handle, and what is autonomous versus human-reviewed?

Explain the operating workflow, system and tool access, actions completed, autonomy, human review, and escalation points.

Who is the accountable woman leader/builder behind the agent, what did they contribute, and what governance, security, quality, and escalation controls are in place?

Make human accountability clear. Cover the leader or builder's contribution, oversight, privacy, security, quality, accuracy, exceptions, and risk controls.

What measurable results has the agent produced after at least 60 days in production, and what is the next credible stage of scale?:

Use real production evidence such as volume, adoption, accuracy, revenue, cost, productivity, speed, or customer outcomes. Explain the next practical stage of growth.

SECTION 05

BUSINESS IMPACT METRICS

Please provide two measurable business outcomes that demonstrate the nominee's impact. Each metric should include a clear starting point, final result, measurement period, and business relevance.

Metric 1: Primary Business Outcome

Provide the most important measurable business result produced by the initiative.

What was the most important measurable business result?

Enter the month, quarter, or date range associated with the final result. Example: Subscription revenue increased 24%, from \$18M to \$22.3M, between FY25 and FY26.

Metric 2: Supporting Business Outcome

Choose a second outcome that demonstrates a different dimension of value, such as customer, financial, operating, adoption, quality, or strategic impact.

What additional measurable result demonstrates the impact?

Anything else the judges should know about the results or their significance?

Results window confirmation

I confirm that the achievements, initiatives, and measurable business results described in this nomination occurred, were achieved, or were demonstrably active between January 1, 2025 and August 21, 2026. I understand that achievements outside this period may be included only as supporting context and will not be considered as the primary basis for judging.

Technology Platforms and Partners Supporting This Initiative

Identify the technology platforms, tools, data providers, agencies, consultants, systems integrators, and implementation partners that materially contributed to the initiative described above. Partner 1 is required. Partners 2 through 5 are optional.

Technology platform or partner 1: Vendor or partner name

Enter the name of the technology platform, software provider, agency, consultant, systems integrator, implementation partner, or other organization that materially contributed to this initiative.

Partner 1: Technology or service category

Partner 1: Role in initiative

Partner 1: Contribution note

Describe in one sentence how this partner contributed to the initiative.

Would you like to add a second technology platform or partner?

If yes, repeat the four fields above for Partners 2 through 5. All additional partners are optional.

SECTION 06

COMPLETING THE SUBMISSION FORM

Why am I being asked about my relationship to the nominee?

Relationship disclosure promotes transparency during the judging process. Having a relationship with the nominee does not automatically affect eligibility.

Why am I being asked about conflicts of interest?

Potential conflicts help the awards team determine whether a judge should be recused from evaluating a nomination.

What happens if I accidentally choose the wrong category?

Contact the awards team before the nomination deadline. Category changes may be possible before judging begins.

What if I don't know the answer to every question?

Complete as much information as possible. However, incomplete nominations may receive lower evaluation scores.

SECTION 07

SUPPORTING MATERIALS

Are supporting materials required?

Supporting materials are optional unless a category specifically requires them. Written nomination responses must be complete and understandable without relying exclusively on attachments or external links.

What types of supporting materials may I submit?

Examples include:

- Reports
- Case studies
- Business presentations
- White papers
- Customer testimonials
- Public press coverage
- Product demonstrations

Can confidential information be submitted?

Information submitted will be used for judging and awards administration. Nominators should not provide trade secrets, restricted personal data, or information they are not authorized to disclose.

Are videos accepted?

Yes. Demo or video links are encouraged for Product Innovation Leadership and Best AI Agent categories.

SECTION 08

JUDGING PROCESS

Who evaluates nominations?

Nominations are reviewed by an independent panel of experienced executive judges selected for their expertise. You can see their current list of judges [here](#).

How are nominations scored?

Judges evaluate nominations using category-specific criteria that may include:

- Leadership
- Innovation
- Business impact
- Execution
- Strategy
- Evidence
- Overall effectiveness

Will judges know who submitted the nomination?

Judges receive only the information necessary to evaluate the submission. Administrative information may not be displayed during judging.

Can a judge be removed from reviewing my nomination?

Yes. If a potential conflict of interest exists, you may disclose it within the nomination. The awards administrators will review the information and determine whether recusal is appropriate.

Are judging decisions final?

Yes. All judging decisions are final and made in accordance with the official Vanguard Awards Terms & Conditions.

SECTION 09

CONFIDENTIALITY & AI

Is my nomination confidential?

Yes. Nomination information is used for judging and awards administration. Materials will not be published without appropriate authorization where required.

Is the use of generative AI permitted?

Yes, but its use must be disclosed accurately. Generative AI may be used for editing, organization, or drafting assistance.

However, the nominator remains fully responsible for the accuracy and integrity of the entire submission, including:

- Accuracy
- Authenticity
- Supporting evidence
- Authorization
- Compliance with the awards rules

Why am I asked about AI use?

The Vanguard Awards promote transparency. AI disclosure helps maintain fairness and integrity throughout the judging process.

SECTION 10

TECHNICAL QUESTIONS

Which browsers are supported?

For the best experience, use the latest version of Chrome, Edge, Safari, or Firefox.

Why won't my PDF upload?

Common reasons include:

- File exceed the maximum size
- Invcorrect file format
- Corrupted file
- Slow internet connection

What should I do if I experience technical issues?

Contact the Vanguard Awards support team before the submission deadline. Include screenshots and a description of the issue whenever possible.

SECTION 11

AFTER SUBMISSIONS

Can I edit my nomination after submitting it?

Changes may be permitted until the nomination deadline, depending on the event configuration. Contact the awards administrator promptly if updates are needed.

Will I receive confirmation?

Yes. A confirmation email will be sent after a successful submission.

When will finalists be announced?

Finalists will be notified according to the published awards timeline.

When will winners be announced?

Winners will be announced during The Vanguard Awards Ceremony unless otherwise communicated by the awards organizers.

Who should I contact with questions?

Please contact [awards email address] before the nomination deadline.

The Revenue Room™ Vanguard Awards — Nomination Guide. Questions not covered here? Contact the awards team before the nomination deadline.

READY TO NOMINATE

You now have everything you need to prepare a strong submission for The Revenue Room™ Vanguard Awards. Nominations are free to submit — gather your evidence, choose your category, and submit before the published deadline.

KEY DATES

Nominations open	July 22, 2026
Nomination deadline	August 28, 2026
Finalists announced	Week of September 14, 2026
Winners announced	The Vanguard Awards Ceremony: October 6, 2026

EVENT PAGE

[Learn more about The Revenue Room™ Vanguard Awards](#), the timeline, and the ceremony.

Visit the [Revenue Room™ Salon](#) page for more details about the event.

SUBMIT YOUR NOMINATION

[Click here to submit your nomination](#) - Complete and formally submit your entry before the published deadline.

QUESTIONS

Contact the awards team before the nomination deadline at Chris@h2klabs.com

We look forward to celebrating the leaders, products, and AI-enabled solutions shaping the future of the media, events, data, information, and technology industries.