

# TOTARA AWARDS 2022

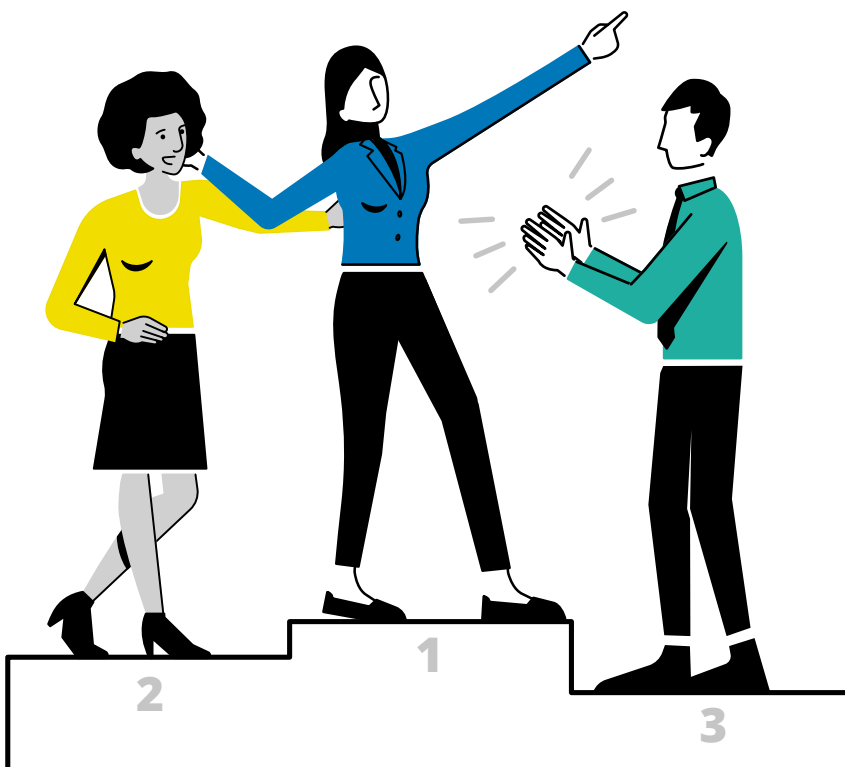
*There is no greater recognition of your hard work and commitment to open source learning technology than winning one of our prestigious Totara Awards.*

The Totara Awards celebrate our top partners and users each year, highlighting their collaborative spirit and impressive contribution to the open source learning technology industry. What better way to showcase the results of your learning efforts than to honor your work with a prestigious award?

## CATEGORIES

While we appreciate all of our incredible global network of 1,400+ customers and 90+ partners, once a year we like to honour the best of the best. In 2022, the program's eighth year, the Totara Project Awards features nine categories:

- **Best Totara Project – Professional Services**
- **Best Totara Project – Banking & Finance**
- **Best Totara Project – Government & Non-profit**
- **Best Totara Project – Healthcare**
- **Best Totara Project – Manufacturing, Mining & Construction**
- **Best Totara Project – CPG & Retail**
- **Best Totara Project – Tech and telecoms**
- **Best Totara Project – Travel, Transport & Logistics**
- **Totara Talent Experience Platform Project Award**



# CRITERIA

All entries for the Totara Awards will be judged on their innovativeness, business impact and fulfilment of a market need by a highly qualified jury.

→ We are looking for customer stories that demonstrate how Totara has helped you achieve fantastic results. This includes the impact on the customer's organization, highlighting elements such as innovation, impact on learners and overall benefits including return on investment.

- We welcome submissions from all regions globally.
- Totara award entries need to be on Totara version 13 or higher.
- Customer stories published on [www.totaralearning.com/customer-stories](http://www.totaralearning.com/customer-stories) from January 1st 2021 are automatically entered.
- **New submissions must use the case study template.**



## NOTE:

*You can update older case studies with new results and they will be considered for this year's awards*

## WHAT DOES WINNING AN AWARD MEAN?

All winners will have their customer stories featured on [totaralearning.com](http://totaralearning.com) and in our global awards press release. We will share a PR kit for self-promotion, add the award to your online customer story, share your achievement with the greater Totara Community and give you a trophy made in Wellington, New Zealand using genuine Totara wood.



## BENEFITS OF WINNING A TOTARA AWARD

Winners of a Totara Award receive a range of benefits, including:

- An award carved from genuine reclaimed Totara wood
- A badge for your website
- An invitation to present your story in a Totara Community webinar
- A PR kit containing everything you need to promote your win
- Increased PR exposure across both Totara and external channels (such as Training Industry, Chief Learning Officer and HR.com)
- The opportunity to present your story at online or in-person events
- The opportunity to submit your story for external awards (such as the Brandon Hall Awards) in collaboration with Totara



# TOP TIPS FOR SUBMITTING A WINNING ENTRY



Entrants often ask how they can ensure the best chance of winning a Totara Award. With that in mind, we've put together our top tips based on previous award winners.



## SHOW YOUR RESULTS

Results are the #1 most important element of any Totara Awards submission. Wherever possible, include numbers to support your story. Examples include:

- *What cost savings have you achieved with this project?*
- *How much time have you saved (e.g. on training or learning administration)?*
- *How quickly was this project rolled out?*
- *What % compliance have you achieved?*
- *What % of employees have participated in your program?*
- *How many posts/ratings/resources have been made?*
- *What are the user ratings for your platform?*

We also like to see qualitative data. Feedback from users and stakeholders is always welcome!



## SHOW AND TELL

Alongside your written story, we like to see screenshots that reveal the best parts of your system. Now is your chance to show off your beautiful design work – whether that's a user dashboard, your comprehensive reporting screen or a creative course catalog, we want to see it!



## PRIORITIZE TOTARA ENGAGE AND TOTARA PERFORM

We are still happily accepting all Totara customer stories, but we're especially keen to hear from any customers using Totara Engage and Totara Perform. How have you implemented them in your organization? What are your plans for them in the future? What early results are you seeing? Prioritize your Talent Experience Platform stories to be in with the best chance of winning.



## CELEBRATE UNIQUENESS

We love understanding what makes your Totara solution unique. Is it the impressive scale? Have you overhauled your organization's entire approach to HR? Have you switched from annual appraisals to continuous performance management in a matter of weeks? Does your LMS look nothing like an LMS? Whatever makes your project unique, we want to hear all about it!



## UPDATE YOUR EXISTING STORIES

Did you know that if you update an existing case study, we will consider it for this year's awards? Take a look at our [current list of customer stories](#) and find out if there are any that need a refresh.



## REUSE OTHER AWARD ENTRIES

Speak to your marketing team to find out if you have already submitted your story for an award with another organization. With a few tweaks, you could have your Totara Awards entry ready to go in a matter of hours!



## TAKE A LOOK AT PREVIOUS WINNERS

You can find all of our previous award winners on the [Totara Awards](#) page of our website. Use these for inspiration and to discover the type of stories that resonate with our jury.

*"The Totara Awards showcases how customers and Totara Partners are leveraging the power and versatility of Totara software to innovate and tailor their learning experiences and performance management processes to their specific contexts. The depth and breadth of these projects is truly astounding and inspiring for the Totara team."*

RICHARD WYLES,  
CEO, TOTARA LEARNING



## TOTARA TOP TIP:

Wondering how you can write a good case study? [Take a look at the previous award winners here](#) and apply today!

# RULES

Submissions must be received by 11:59 pm (Pacific Time) on Thursday, March 31st 2022.

Case studies need to have approval from the customer for publication on the Totara website. Submissions without a valid permission will be disqualified.

Case studies need to have clear results, show how Totara supports your business goals and highlight the business impact.

All award applications must be associated with an active Totara v13+ subscription.

Each case study needs to include at least one screenshot of the platform, a short quote from the customer, the customer logo and an image that can be used for a banner.

Please note that we will require approval to publish your submission on our website by March 31st 2022. This includes all logos, screenshots and written content.



## HOW TO APPLY

It's really easy to enter.

- 1** Just choose your categories
- 2** Complete the [case study template](#)
- 3** Send it to [marketing@totaralearning.com](mailto:marketing@totaralearning.com)



## DEADLINE

Entries will close on **Thursday, 31 March 2022** (11:59PM, Pacific Time). The winners will be announced at the Totara Partner Network Symposium in the spring of 2022.

