Absorbies awards 25
nomination guide

Tell your story, show your impact — strategic learning in action.

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01
Introduction to the awards

The Absorbies are Absorb's annual customer awards program recognizing real learning success stories from our customer community. In 2025, we're shining a spotlight on strategic learning — the kind that solves business problems and drives measurable impact across revenue, retention, engagement, and efficiency.

We're celebrating organizations using Absorb LMS and Together by Absorb to make learning matter.

02
Award categories

Choose the category that best fits your story:

Strategic learning impact

Innovation in upskilling

Customer education program of the year

Business results through learning

Best training adoption

Mentoring excellence

together
from absorb

02
Award categories

Strategic learning impact

For the most impactful and broad use of Absorb across multiple audiences, learning types, or geographies—including internal, external, or partner training — with a measurable impact on organizational success.

- **Strategic learning impact award – Americas**
- **Strategic learning impact award – Europe, Middle East, and Africa**
- **Strategic learning impact award – Asia Pacific**

Innovation in upskilling

For organizations using fresh or forward-thinking strategies to develop skills and capabilities—whether through new technology, novel delivery methods, or unique learning experiences.

02
Award categories

Customer education program of the year

For the most effective customer education initiative—designed to help customers build knowledge, gain confidence, and succeed with your products or services. This award celebrates programs that improve customer outcomes, whether through onboarding, training, or long-term enablement.

Business results through learning

For programs that demonstrate a clear return on learning investment—where results such as increased revenue, decreased costs, or operational gains can be directly tied back to the learning initiative.

02
Award categories

Best training adoption

For the most effective campaign or initiative that drove learners to engage with training. This award recognizes creative approaches—like events, incentives, internal marketing, or champion programs—that sparked real participation and excitement.

Mentoring excellence

together
from absorb

For programs that use Together's platform to accelerate learning and development, and build a more connected, collaborative, and growth-focused culture. Whether through mentoring, coaching, or peer learning, this award recognizes initiatives that strengthen relationships, support development, and deliver measurable impact.

(exclusively for customers of Together)

03
Key dates and finalist experience

Key dates

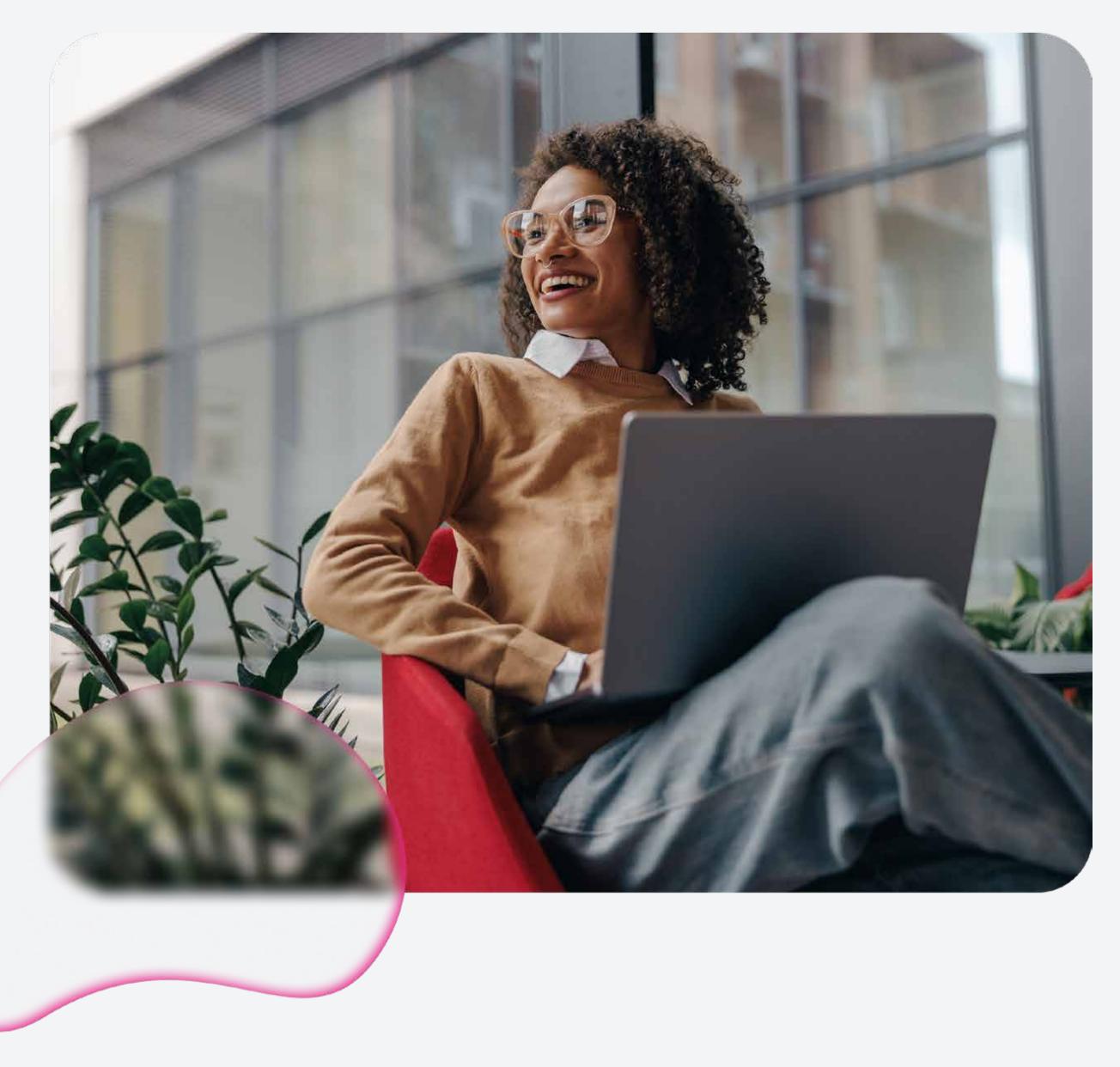| Milestone	Date
Nominations open	June 16, 2025
Nominations close	July 18, 2025
Finalists notified	August 6, 2025
Finalist experience in Calgary	September 9–12, 2025
Winners announced	September 11, 2025 (live at gala)
Virtual Summit featuring winners	September 24–25, 2025

Finalist experience includes:

- All-expenses-paid trip for one winner and one executive sponsor
- Guided day trip to Banff National Park
- Dinner with our executive team
- Professional video testimonial opportunity
- Recognition and networking at the live Absorbies Gala

Winners also receive:

- A professionally produced customer story (video or written)
- A press release and digital promotional kit
- Speaking opportunities at the Absorb Virtual Summit (September 24–25, 2025)
- A custom trophy and swag package

04
Who can apply

All Absorb LMS customers are invited to participate, including those using **Together by Absorb**. The **Mentoring Excellence Award** is exclusive to Together users.

05
How to apply

1. Choose your category based on your initiative.

2. Answer the following questions in your nomination form:

- **What's the name of the initiative or program you're submitting?**
  (open text, required)

- **What was your primary goal when launching this initiative?**
  (open text, required)

- **How did you implement this initiative using Absorb LMS or Together Mentoring Software?**
  (open text, required)

- **What creative or strategic approaches made your initiative successful?**
  (Highlight tactics, tools, methods used – open text, required)

- **What metrics or evidence show this initiative was a success?**
  (Share data such as reduced churn, increased adoption, improved NPS, faster onboarding, etc. – open text, required)

- **What business impact did this initiative have?**
  (Tie it to business goals: revenue, cost savings, retention, etc. – open text, required)

- **What lessons learned or best practices would you share with others?**
  (open text, optional)

3. Submit your nomination via the online form by July 18, 2025.

06
Best practices
for a winning nomination

To stand out, your submission should:

- **Tell a compelling story:** Start with the challenge, outline your approach, and end with business outcomes.

- **Include metrics:** Highlight tangible results like increased retention, faster onboarding, reduced support tickets, or improved NPS.

- **Tie to strategic goals:** Show how your program supported wider organizational initiatives.

- **Show innovation:** Mention creative strategies like gamification, data segmentation, or mobile-first design.

- **Highlight scale:** Demonstrate growth across teams, departments, or regions.

- **Add executive support:** A quote or evidence of buy-in can strengthen your case.

Checklist before submitting:

- Clear challenge and initiative name

- Stated goals and stakeholder support

- Execution details using Absorb LMS or Together

- Measurable results tied to the award category

- Business relevance and creative execution

- Executive sponsorship or endorsement

- Optional: supporting visuals, dashboards, testimonials

Frequently asked questions

- **How do I submit my nomination?**

  You can submit your nomination by completing the form available on the Absorbies 2025 website. This form asks for details about your program, its goals, execution, and results. See the "How to apply" section in this guide for step-by-step instructions. You'll also find a link to our best practices resource to help you put your best foot forward.

- **Who can apply?**

  All Absorb customers are invited to participate. If your team has launched a program that demonstrates business impact, strategic thinking, and measurable outcomes, we encourage you to share your story.

  New this year: Customers using Together by Absorb are eligible to submit under the **Mentoring Excellence Award**, a category exclusive to Together users.

- **Who should be listed as the primary contact?**

  The primary contact should be the person responsible for preparing and submitting the nomination. They will serve as the main point of contact with the Absorb team for all updates and logistics throughout the awards process.

- **Who should be listed as the executive sponsor?**

  The executive sponsor should be the most senior-level leader accountable for the nominated program, team, or initiative. If selected as a finalist, they will be invited to attend the in-person finalist event in Calgary, Alberta, Canada (September 9–12, 2025). Travel and accommodation for both the primary contact and executive sponsor will be covered by Absorb.

- **What category should I nominate for?**

  Carefully review the "Award categories" section in this guide to find the category that best fits your program. Each category includes specific criteria and use case types. Nominations that align closely with these criteria will be evaluated more favorably.

- **Can we apply for multiple categories?**

  Yes. You may submit multiple entries across different categories. Each category must have a separate submission tailored to its criteria. While organizations can be finalists in more than one category, each organization is eligible to win only one award.

- **What makes a standout submission?**

  Winning nominations are more than summaries of successful projects. They tell a clear and compelling story that includes:

  - A specific challenge or need that prompted your initiative
  - A well-defined strategy and execution plan
  - The way Absorb LMS or Together was used to address the challenge
  - Quantifiable metrics and business outcomes

  We recommend reviewing the submission questions in this guide and referencing the best practices section for examples of high-impact storytelling and metrics.

- **How are winners selected?**

  The judging process follows a two-phase evaluation model:

  1. **Qualitative review:** Our panel of internal and external judges will assess the quality of each submission, focusing on:
     - Innovation and creativity
     - Business relevance and outcomes
     - Strategic use of Absorb LMS or Together

  2. **Quantitative scoring:** Submissions are scored based on their clarity, completeness, measurable impact, and alignment with the selected award category. Judges include Absorb executives, learning industry experts, and previous Absorbies winners.

- **When will finalists and winners be notified?**

  - **Finalists: August 6, 2025**

  - **Winners:** Announced live at the Absorbies Gala on September 11, 2025, in Calgary

- **What do finalists and winners receive?**

  - **Finalists receive:**
    - An all-expenses-paid trip to Calgary, Alberta, September 9–12, 2025
    - A guided day trip to Banff National Park
    - Dinner with the CEO
    - A day with Absorb including optional professional video testimonial recording
    - Attendance at the live Absorbies Gala and dinner
    - Networking with Absorb executives and fellow customers

  Note: Absorb will cover travel and hotel for the primary contact and executive sponsor. Additional attendees are welcome but must self-fund their participation.

  - **Winners receive all of the above, plus: :**
    - A professionally produced customer story (video or written)
    - A press release and digital promotional kit to share internally and externally
    - Featured participation in the Absorbies Roadshow at the Virtual Absorb Summit (September 24–25, 2025), either as a solo speaker or panelist (dealers choice)
    - Ongoing thought leadership and event speaking opportunities
    - A custom trophy and award swag package A press release and digital promotional kit to share internally and externally
    - Featured participation in the Absorbies Roadshow at the Virtual Absorb Summit (September 24–25, 2025), either as a solo speaker or panelist (dealers choice)
    - Ongoing thought leadership and event speaking opportunities
    - A custom trophy and award swag package

Submit nomination now

Absorbies
awards 25

Submit nomination now

About Absorb

Absorb Software is an AI-powered learning management system (LMS) and learning experience platform (LXP) provider. Absorb LMS is purpose-built for an engaging, personalized learner experience and efficient administration that enables millions of employees, customers, partners, and members to discover, absorb, and apply the knowledge they need. From meeting compliance to motivating learners, up-skilling/re-skilling, and creating/curating to monetizing course content, the platform unlocks potential. For more information, please visit **www.absorblms.com**.

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