
WM Industry Awards

2023 Program Initiative Nomination Categories/Subcategories (total 99)

**New category for 2023

ADVISOR SUPPORT PLATFORMS

- Office of Supervisory Jurisdiction (OSJs)**
- Registered Investment Advisors (RIAs)**
- Retirement Plan Administrators (RPAs)**

ASSET MANAGERS

- Alternative Investments**
- Charitable Giving/Donor Advised Funds
- Client Experience Initiative
- Corporate Social Responsibility
- Digital Marketing Campaign of the Year
- Direct Indexing**
- Diversity, Equity and Inclusion
- Environmental, Social and Governance (ESG) Investing**
- ETFs
- Fixed Income
- Goals-based Investing Platforms**
- New Product Development
- Real Estate (including REITs)
- Retirement Income**
- Separate Accounts
- Thought Leadership Advisor Education
- Thought Leadership Product Enhancement

BROKER/DEALERS (1,000 Advisors or More)

- Corporate Social Responsibility
- Digital Marketing Campaign of the Year

- Diversity, Equity and Inclusion
- Practice Management
- Service
- Technology
- Thought Leadership
- Transition Support

BROKER/DEALERS (Fewer than 1,000 Advisors)

- Corporate Social Responsibility
- Digital Marketing Campaign of the Year
- Diversity, Equity and Inclusion
- Practice Management
- Service
- Technology
- Thought Leadership
- Transition Support

COMPLIANCE/LAW FIRMS

CUSTODIANS

- Alternative Asset
- Corporate Social Responsibility
- Digital Marketing Campaign of the Year
- Diversity, Equity and Inclusion
- Practice Management
- Technology
- Thought Leadership
- Transition Support

DISRUPTORS

- Industry
- Technology

FAMILY OFFICES

- Client Initiative
- Thought Leadership

INDUSTRY ASSOCIATIONS

INDUSTRY RESEARCH PROVIDERS

INSURANCE

- Retirement Income**

- Service
- Technology

INVESTMENT BANKS | LENDERS | SUCCESSION PLANNING CONSULTANTS

MARKETING/PR FIRMS

- Digital Campaign of the Year
- PR Campaign of the Year

RETIREMENT PLAN SUPPORT AND ADVISOR SERVICES

- 401(k) Service
- 401(k) Technology
- Broker-Dealers – Wealth and Retirement Integration
- DCIO Providers – Advisor Value Added Programs
- **In-plan Retirement Income – Product or Service****
- Record Keepers – Retirement Plan Advisor Support

SUCCESSION | OWNERSHIP TRANSITION SERVICES – NON-CUSTODIAN/BROKER/DEALER

TAMPs

- Model Marketplaces
- TAMPs

TECHNOLOGY PROVIDERS

- Account Aggregation
- Alternative Investment Platforms
- Artificial Intelligence (AI)
- Business Support Systems | Workflow Automation
- Cash Optimization
- Client Onboarding/New Account Opening
- Client Portals
- Compliance
- Corporate Social Responsibility
- CRM
- Cryptocurrency/Digital Assets
- Cyber Security
- Digital Marketing Campaign of the Year
- **Direct Indexing****
- Diversity, Equity and Inclusion
- Document Management
- Financial Planning
- Innovation New Applications
- Innovation Platforms

- Marketing Automation
- Model Marketplaces
- Portfolio Analytics
- Portfolio Management, Accounting and Performance Reporting
- Real Estate
- Rebalancing
- **Retirement Income****
- Risk Tolerance/Client Profiling
- **Securities-based Lending****
- Social Media Leadership
- Specialized Planning Applications
- Thought Leadership
- Unified (all-in-one) Systems

TRUSTS