



HORIZONWORKS

Top Tips for Awards Success

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6 December 2018

Introduction

Introduction

- B2B Marketing agency.
- Team of 16, and growing.
- Cramlington HQ - new facilities to support growth and expansion.
- One agency, everything covered.
- Support innovators in complex industries.
- Marketing that's connected and purposeful.
- Work with clients regionally, nationally and internationally.
- Clients across UK, Europe and USA – international reach expanding.
- Active members of NEAA, AMF, NEPIC, NOF, Digital Union



Introduction



NEPIC Awards 2019

NEPIC Awards 2019

Celebrates the outstanding achievements of the companies and individuals who make up the chemical-processing industries in the North East of England. The ceremony is held on **Friday 18 January** at Hardwick Hall in Sedgfield.

There are sixteen awards up for grabs that fall under **eleven** categories:

- Apprentices of the Year
- Young Achievers
- Primary School Environmental
- Corporate Environmental
- Small Business of the Year
- Communities & Reputation Award
- Apprenticeship Employer of the Year
- Engineering Firm of the Year
- Innovation Award
- Manufacturer of the Year
- Outstanding Contribution

All entries are to be submitted by close of business on **Friday 21 December 2018**.

NEPIC Awards 2019

- Firstly, entering these awards is part of your overall marketing strategy – you have a clear objective.
- Remember, this is your opportunity to shine.
- The judges will be reviewing a lot of entries, your submission needs to stand out!
- It's important that you provide all the information the judges have asked for to assess your entry.
- It's essential that you address each of the judging criteria points.
- There is a definite art to crafting a successful awards submission...

... Here are our 10 Top Tips for Awards Success.

#1 Top Tip

Be in it to win it or not at all

#1 Top Tip

- Entering the Awards is a great opportunity to:
 - Raise your company profile and generate some PR.
 - Showcase your business and its performance / growth.
 - Acknowledge your investment in staff.
 - Promote manufacturing innovation and your quality and sustainability standards.
 - Engage with the wider regional business community.
 - Get recognition for your business success.
- Make sure your submission doesn't let you down.
- Answer each question with a winning mindset.
- Tell the judges why you are the best company to win this category - showcase and demonstrate your success.



#2 Top Tip

Success depends on good prep!

#2 Top Tip

- Allow plenty of time to consider and develop your entry - plan ahead.
- Consider the judging criteria when planning your responses. What information have they asked you to provide?
- Set clear objectives from the outset – why, what, when, which.
- Leave yourself plenty of time to email your application electronically, and make sure you send everything that's required.
- Put the deadline in your diary – **Friday 21 December 2018.**
- Make sure you understand each question being asked, not the questions you think you are being asked!



#3 Top Tip

Do your research

#3 Top Tip

- Take a look at previous winners from last year's awards.
- Search for Awards PR on the NEPIC website and also the winners' own PR – there will be nuggets of information in them which explain why they won.
- Read testimonials to find out bits of information that may have been included about business growth or investments, for example.
- **Big is not always better.** Do not be put off if past winners are larger businesses. The judging is not just about turnover or staff figures! Let your innovations and approach to new markets shine through.



#4 Top Tip

Keep it clear and simple

#4 Top Tip

- Don't just fill your submission with a 'copy and paste' from your website, sales presentations or marketing materials.
- Make sure your entry is succinct, clear and easy to understand.
- Most of all, tell your business story – take the judge on your journey to success.
- Get your facts and evidence together too.



#5 Top Tip

Answer all questions

#5 Top Tip

- This may seem obvious, but answer all points set out in the specific award criteria.
- There are word limits set for your response – make sure the information is relevant and answers the criteria.
- Carefully read each point to have a better understanding of how you should respond before you start writing your response.
- Structure your response so that you cover the right information - and be consistent throughout.
- Think about each point and make a list of key proof points that meet that criteria and make sure the core message is the first thing that the judges read for each point.



#6 Top Tip

Get your evidence together

#6 Top Tip

- At the start of the planning process, make a list of evidence, facts, figures, percentages - which will support your application.
- Spell it out – don't make vague generalisations about information – be specific and back up statements with evidence.
- Specific evidence and figures can make or break an awards entry – and will make it more compelling to the judge.
- Some examples:
 - *Impact of a new innovation - % increase in productivity or sales growth.*
 - *Sales growth due to entering new markets.*
 - *Efficiencies/ savings due to better quality processes.*
 - *Stats on sustainability and environmental improvements.*



#7 Top Tip

Shout about your achievements

#7 Top Tip

- Don't be shy – highlight your business achievements and successes.
- Prove you're the best!
- Always back up claims with evidence as mentioned in Tip 6, especially on innovation, ROI, strategic success, quality improvements, customer focus, leadership and social responsibility.
- If you don't tell the judges, no one else will.



#8 Top Tip

Tell your story and stand out

#8 Top Tip

- Judges may not know how good you are until you tell them – so tell them!
- Your responses should explain why your business deserves to win the award.
- Include information on key milestones your business has achieved – such as a turnover or investment goal.
- See this entry as a sales proposal for a new large client – pitch your business to persuade and convince them that your business is the best for that category.
- Make your entry memorable and get across your business journey to success.



#9 Top Tip

A few more pointers

#9 Top Tip

- Get the team/ management together at the start of your awards journey – different perspectives are important.
- Be careful about recycling previous award entries – what worked for one award may not be relevant for another – judging criteria is different.
- Avoid a PR disaster so submit accurate and true information, stats, figures and business performance numbers.
- Ask someone objective to read your submission – if they're not impressed, the judges won't be. Use this as an opportunity to improve it and make it more compelling.
- Make sure your entry is proof read by someone outside of the process – spelling mistakes and typos can ruin an otherwise sound entry.



#10 Top Tip

If at first...

#10 Top Tip

- Learn from experience.
- If you don't get shortlisted, learn from the process and try again next year.
- Use your entry as a tool for assessing and benchmarking your business performance.
- Practice makes perfect, and increases your chances of winning next time.
- But first and foremost, don't waste time and resource in entering, unless...you are in it to win it!

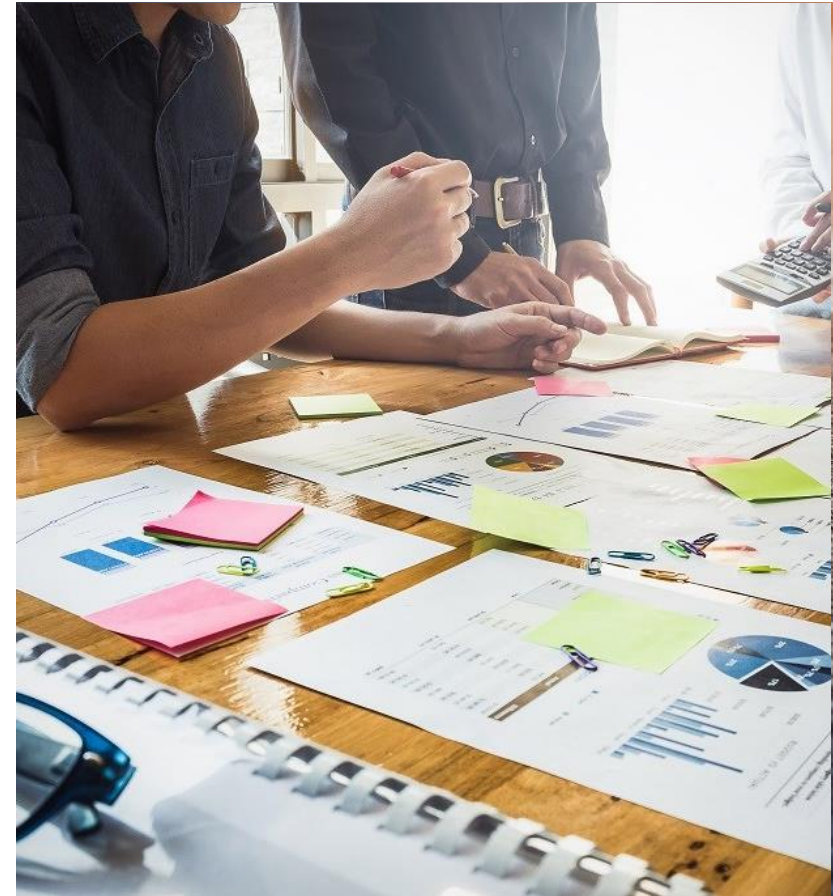


Next Steps

Next Steps and Questions

- We are happy to provide 121 advice on awards entries at the end of the presentations.
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