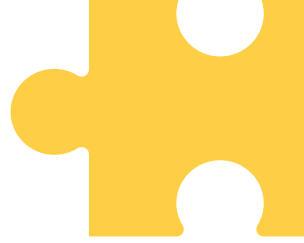
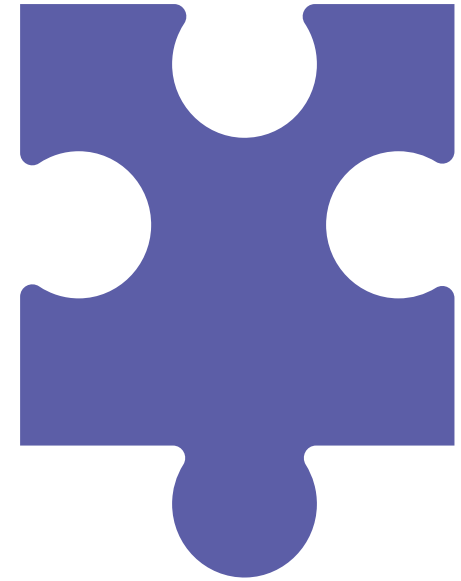




Employer Brand Management Awards

# Entry guide

Entry deadline **22 April 2022**



# ABOUT THE AWARDS

Six years ago, Communicate magazine launched the Employer Brand Management Awards. From the outset, it was recognised as the must-win awards programme for any organisation keen to benchmark its employer brand activity.

Since it launched, the perceptions and conversations around employer brand have continued to evolve. A strong employer brand is seen as the beating heart of many organisations. The employer brand goes beyond fancy recruitment adverts; it is an intrinsic part of the ethos and ethics of an organisation. If utilised well, it attracts, engages and retains talent. It also, importantly, instigates the employee experience and guides the employee journey.

The Employer Brand Management Awards has remained the only true recognition of the employer brand management process. Metrics such as retention and cost per hire go far, but the Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.

With 20 categories to choose from plus our 'best in sector', it is time to prove that your employer brand stands out amongst your peers. The Employer Brand Management Awards welcome entries from any private sector company, public sector organisation, creative agency or individual who has helped develop or apply a successful employer brand.

Super early entry deadline\*  
**10 December 2021**

Early entry deadline\*\*  
**25 February 2022**

Last chance to save\*\*\*  
**25 March 2022**

Entry deadline  
**22 April 2022**

Late deadline\*\*\*\*  
**6 May 2022**

\*Enter three entries by 10 December to receive the opportunity to write a thought leadership piece to run on *communicatemagazine.com*

\*\*Enter before 25 February to receive £100 off your total entry cost. In addition to this, if you enter four you get the fifth free.

\*\*\* Enter by 25 March to get the fifth entry free.

\*\*\*\*Entry submitted after 22 April will be subject to a £125 late fee. Entries will not be accepted after 6 May 2022.

# FEES

**£295**

for the first entry from  
each organisation or  
submitting body

**£195**

for each subsequent  
entry from each  
organisation or  
submitting body

**£195**

for entries by or  
on behalf of a  
charity, NGO or  
NFP organisation

A late entry fee of £125 will be applied to each entry submitted after 22 April 2022.

Entries will not be accepted after 6 May 2022.

All rates shown are excluding VAT.

## COMMUNICATIONS

Best alignment of the employer value proposition with corporate brand values

Best communication of the employer brand to the internal or external audience

Best short-term or one-off employer brand campaign

Best use of digital

Best social media strategy

Best integration of the employer brand in communication strategy

Best employer brand innovation

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## EMPLOYER BRAND POSITIONING

Best diversity and inclusion strategy

Best management of the employer brand following a change of mission, positioning, or management

Best management of the employer brand following a merger or acquisition

Best localisation programme

## EMPLOYEE JOURNEY

Best employee experience

Best employer brand event

Best brand ambassador programme

Best alumni programme

Best onboarding and/or reboarding programme

Best employee wellbeing initiative

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## SPECIAL RECOGNITION

Best employer brand strategy during Covid-19

Best ongoing commitment to employer brand management

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Best creative execution

Grand Prix

All submissions will be automatically put forward for these awards.

For full category definitions, visit the awards website [here](#)

## BEST EMPLOYER BRAND MANAGEMENT BY SECTOR

This category will determine how well a company performs within its sector. This is your chance to demonstrate why you are the employer of choice amongst the organisations within your sector. Judges will compare and contrast companies within their peer group.

- Charity/NGO/NFP
- Education
- Energy and utilities
- Engineering and manufacturing
- Financial services
- FMCG
- Food and beverage
- Healthcare and pharmaceuticals
- Industry and basic materials
- Mining and extractives sector
- Professional services
- Property, construction and facilities management
- Public sector
- Retail
- Technology, media and telecommunications
- Transport and logistics
- Travel, leisure and tourism

See page 10 on what to include in your entry

## Writing your entry

There are no boundaries on the design or branding of the entry. The submission can be formatted portrait or landscape. Feel free to include the Employer Brand Management Awards branding.

Judges often prefer entries that don't have too much text on one page as it makes them easier to read.

The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

If you are entering one of the **'Best employer brand management in sector'** category please refer to the guidance provided on **page 10** of this entry guide.

Entry format for 'Communications', 'Employer brand positioning', 'Employee journey' and 'Special recognition' categories.

To enter the Employer Brand Management Awards, please prepare a single PDF document including your:

1. Entry summary (300 words)
2. Entry statement (700 words)
3. Supporting materials (This does not contribute towards the word count)

*Please ensure your file is no larger than 10MB.*

## 1. Entry summary

Please provide a short 300 word summary of your entry that includes:

- Details of the category you are entering into\*
- A brief description of the organisation and what they do
- A synopsis of the work
- The project's relevance to the category it is being entered into
- Industry context – what is the company's place within the market?
- Budget (optional)

\*If you feel this work is a perfect candidate and strong contender for more than one category, the summary should be tailored accordingly.

**Note:** We advise that the submission includes a guide on the project brief, budget and time frame to help put the project into context for the judges.

This is the entry format for 'Communications', 'Employer brand positioning', 'Employee journey' and 'Special recognition' categories. For 'Best employer brand management in sector' category please refer to page 10 of this entry guide.

## 2. Entry statement

Write a project summary statement of no more than 700 words. The statement should cover objectives, the research and planning behind the submission, the creativity and innovation, strategy and implementation, and results.

Listed on the page 9 are some useful questions to ask yourself when preparing your submission.

In addition to these components, within each category, the judges are looking for, and scoring on, different criteria.

Please look at the categories and ensure you are meeting the separate requirements.

### 3. Supporting materials

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It is best to include only those materials that are directly relevant to the specific category.

- Images illustrating the project or campaign
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please include a link in the entry rather than sending the video file)
- Statistics: any relevant statistics (optional)
- Client feedback
- Testimonials

**NB:** Videos can be more than three minutes long if submitting for the best use of online video or best corporate viral campaign.

We do not accept video files, so please provide links and log in details if necessary.

Please ensure there are no expiration dates on video links.

This is the entry format for 'Communications', 'Employer brand positioning', 'Employee journey' and 'Special recognition' categories. For 'Best employer brand management in sector' category please refer to page 10 of this entry guide.



# HOW TO CRAFT A SUCCESSFUL ENTRY

For 'Communications', 'Employer brand positioning', 'Employee journey' and 'Special recognition' categories

Expand on these points to make your entry statement fit the judges' criteria

## Objective

What were the goals/targets?

What did you want to achieve?

Why were the objectives necessary?

What catalysts prompted the project/campaign to be carried out?

What was the brief? (optional)

## Research and planning

What research was conducted?

How did it represent the target audience?

Did the research expose any problems or additional challenges?

Were changes needed to meet the objectives?

## Creativity and innovation

How was your employer brand management solution interesting/different/unique?

## Strategy and implementation

How was the research incorporated into the strategy?

How did the project reach its target audience?

How was the strategy implemented?

Were there any unexpected problems or unforeseen circumstances?

## Results

How did you meet your objectives?

Were there any unexpected outcomes?

What was the ROI? (optional)

Is there any evidence to support the outcomes?

How was the project received internally?

**Note:** We advise that, where the submission is project or campaign based, that your entry includes a guide on the project brief, budget and timeframe to help put the project into context for the judges.

The most successful entries relate their results back to the original objectives. Although statistics can be impressive, there is no point trying to force them into the submission if they are not relevant to the brief.

# HOW TO CRAFT A SUCCESSFUL ENTRY

For 'Best employer brand management by sector' category

To enter this category, you will need to provide an 800-word entry. Our judges want to discover why you are the employer of choice amongst your peers. Within your sector, how does your employer brand stand out to those you hope to attract, engage and retain.

## Context

*This is your chance to provide some background information.*

Who is the organisation?

What does the organisation do?

Where does the organisation fit in the market?

## Areas for consideration to include in your entry

Has anything happened in the past 18-months which would effect/challenge the company?

Sector challenges and the strategies implemented to respond to them

What is the organisation's areas of strengths

Company-wide CSR initiatives

Learning and development opportunities

Reward and recognition programmes/incentives

## Supporting materials

Please include a selection of supporting materials that strengthen your entry by providing evidence. Materials should aid the narrative of your statement.

- Images
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please include a link in the entry rather than sending the video file)
- Statistics and/or results
- Client feedback
- Employee satisfaction scores
- Testimonials
- Glassdoor scores
- Awards won

**Note:** Videos can be more than three minutes long. We do not accept video files, so please provide links and log in details if necessary. Please ensure there are no expiration dates on video links.

# PREVIOUS WINNERS



**AIRBUS**



**ASDA**

**Booking.com**



**MARS**



ODEON CINEMAS GROUP  
An **amc** company



**SELFRIDGES & CO**

**serco**



**sky**

**AA**



See who else has won an Employer Brand Management Award [here](#)

Cravenhill Publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.



The Corporate Content Awards is the only awards event in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



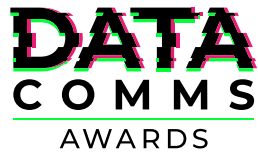
The Corporate Content Awards is the only awards programme for North American organisations to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.



The Corporate & Financial Awards awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



The Digital Impact Awards will honour the best corporate digital communications work in Asia.



The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work in Europe.



The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.

**ENTER HERE**

For any more information or help with your entry please feel free to contact Robert at [robert.mitchell@communicatemagazine.co.uk](mailto:robert.mitchell@communicatemagazine.co.uk) or call +44 (0)20 3950 5356