

Entry template

Final deadline 29 November 2019
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www.employerbrandmanagementawards.com



About the awards

The awards programme exists as the true benchmark of the employer brand management process. Metrics such as retention and cost per hire go far, but, until now, there has not been an awards programme that compares and contrasts the different aspects of successful employer branding. Nothing that fully rewards excellence and celebrates the campaigns and the organisations that excel in this field. The winners will be announced at our prestigious awards ceremony in late March 2020.



Fees

- £295 for the first entry from each organisation/submitting body.
- £195 for each subsequent entry from each organisation/submitting body.
- £195 for all entries by or on behalf of a charity, NGO or other NFP organisation.

The fifth entry is free.

Please call Lauren +44 (0)20 3950 5356 if you think you may be eligible.

**Last chance to save. If you enter by 25 October 2019, you will receive the fifth entry free.*

***Each entry submitted after 29 November will be subject to a £125 late fee.*

Entries will not be accepted after 13 December.

Categories

- Best alignment of the employer value proposition with corporate brand values
- Best communication of the employer brand to the external audience
- Best communication of the employer brand to the internal audience
- Best short-term or one-off employer brand campaign
- Best diversity brand
- Best digital communication of the employer brand
- Best use of social media in the management or promotion of the employer brand
- Best use of employer brand in customer marketing
- Best employer brand management programme following changed mission, positioning or management
- Best employer brand management programme following a merger or acquisition
- Best alumni programme
- Best brand ambassador programme
- Best employee experience
- Best localisation of a global employer brand management programme
- Best employer brand management event
- Best employer brand innovation
- Best ongoing commitment to employer brand management
- Best employer brand management by sector:
 - Charity/NGO/NFP
 - Education
 - Energy and utilities
 - Engineering and manufacturing
 - Extraction (oil, gas and mining)
 - Financial services
 - FMCG
 - Food and beverage
 - Healthcare and pharmaceuticals
 - Industry and basic materials
 - Professional services
 - Property, construction and facilities management
 - Public sector
 - Retail
 - Technology, media and telecommunications
 - Transport and logistics
 - Travel, leisure and tourism

These categories cannot be entered. Judges will decide the winner of these categories based on those submissions that have stood out from other categories.

- **Best creative execution of the employer brand**
- **Grand Prix of employer brand management**

For category descriptions [click here](#).

How to enter

Writing your entry

There are no boundaries on the design, branding or format 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.

To enter the Employer Brand Management Awards, please prepare a single PDF document including your entry summary and statement of up to 1000 words in total. Written supporting materials do not contribute towards the word count. Please ensure your file is no larger than 10MB.

Entry summary

The summary is used to brief the judges on your work. Please provide a short 300 word summary of your entry.

Your entry summary should include:

- 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.*

NB: 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.

How to enter

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 below 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.

The entry statement should cover:

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)

NB: 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.

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?

**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 enter

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 send a link rather than 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.

Contact Lauren Ditcher for more information:

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For further entry tips and to learn what judges look for, visit [Entry Tips](#)

[Enter here](#)