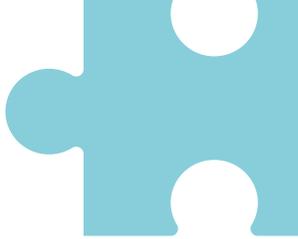
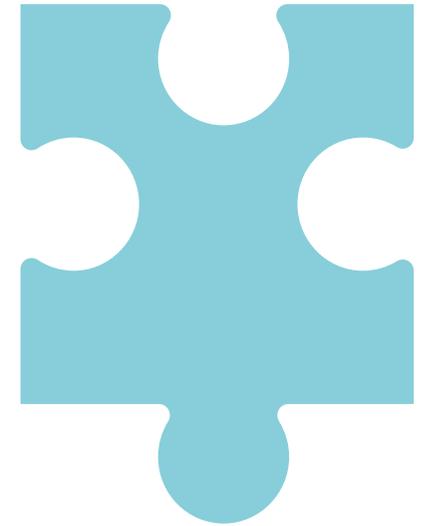
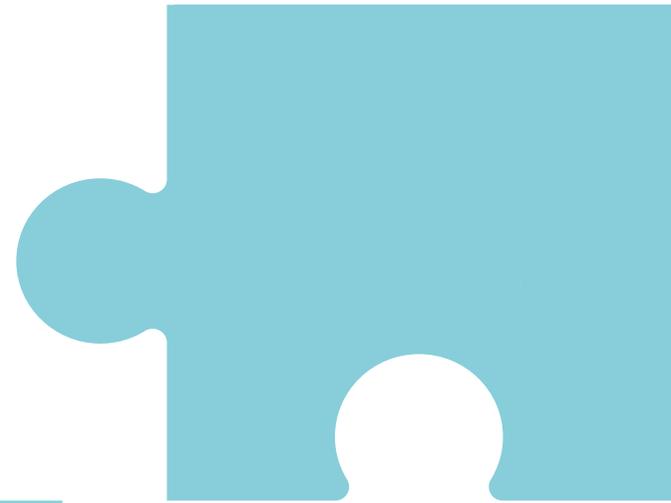
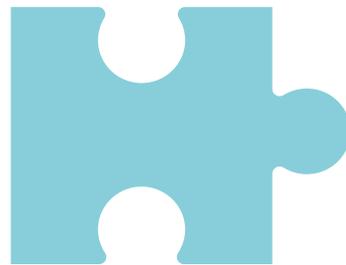




Employer Brand Management Awards

Entry and information guide



ABOUT THE AWARDS

Five 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.

employerbrandmanagementawards.com

Special offer early entry deadline*

11 December 2020

Early entry deadline**

22 January 2021

Last chance to save***

23 April 2021

Entry deadline

7 May 2021

Late deadline****

21 May 2021

Awards ceremony

September 2021

*Enter three entries by 11 December to receive a thought leadership piece to run online on Communicate Magazine.

**Enter before 22 January to receive £100 off your total entry cost and the fifth entry free.

*** Enter by 23 April to get the fifth entry free.

****Entry submitted after 7 May will be subject to a £125 late fee. Entries will not be accepted after 21 May 2021.

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 surcharge of £125 will be applied to each entry submitted after 7 May 2021.
Entries will not be accepted after 21 May 2021.
All rates shown are excluding VAT.

CATEGORIES

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

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

SPECIAL RECOGNITION

Best employer brand strategy during Covid-19

Best ongoing commitment to employer brand management

Best creative execution

Grand Prix

All submissions will be automatically put forward for these awards.

BEST EMPLOYER BRAND MANAGEMENT BY SECTOR

- 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

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

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.

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.

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.

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 next page 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.

HOW TO CRAFT A SUCCESSFUL ENTRY

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?

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.

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.

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

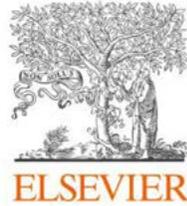
NB: Videos can be more than three minutes long if submitting for the best use of online video or best corporate viral campaign.

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.

SOME PREVIOUS WINNERS

AIRBUS



MARS



ODEON CINEMAS GROUP
An **amc** company



SELFRIDGES & CO

serco



AA



wiser

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

ENTER HERE

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