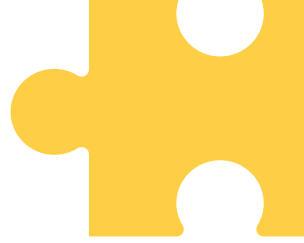
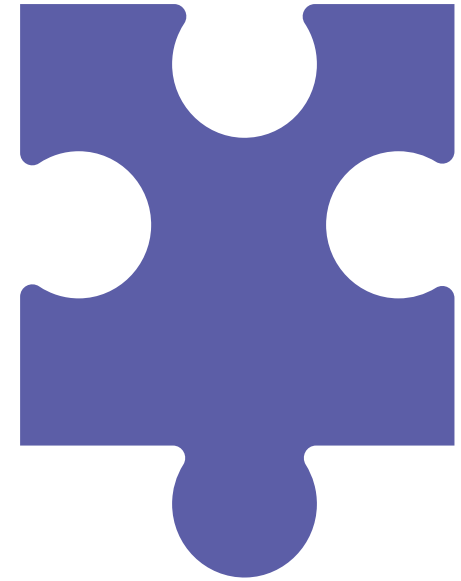




Employer Brand Management Awards

# Entry guide

Entry deadline **5 May 2023**



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The Employer Brand Management Awards is the must-win awards programme for any organisation keen to benchmark its employer brand activity.

Since the programme launched, 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 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 over 20 categories to enter, including our 'best in sector', now is the time to prove that your employer brand stands out amongst your peers.

The Employer Brand Management Awards welcomes entries from any private sector company, public sector organisation, creative agency or individual who has helped develop or apply a successful employer brand.



## Engage your employees

A positive brand experience can foster a positive culture, improve talent acquisition and develop employee retention strategies.

## Develop advocacy and trust

Winning highlights which brands have an exceptional EVP. This is a chance to differentiate your organisation from the competition and gain future business.

## Improve campaign performance

Client and in-house teams will have a benchmark from which to measure employee experience strategies, as well as future talent management and development communications.

## Recognition of achievements

The prestigious award ceremony offers the opportunity to celebrate and recognise staff, entertain clients and also network.



Early entry deadline\*

**24 March 2023**

Entry deadline

**5 May 2023**

Late deadline\*\*

**19 May 2023**

**\*Magazine subscribers:** Enter by 24 March 2023 to receive £150 off your total entry cost and your fifth entry for free. Subscribe to Communicate magazine [here](#) to take advantage of this exclusive rate.

**Non-magazine subscribers:** Enter by 24 March to receive £100 off your total entry cost.

\*\*A late entry charge of £125 will be applied to each entry submitted after 5 May 2023. No entries will be accepted after 19 May 2023.

[employerbrandmanagementawards.com](http://employerbrandmanagementawards.com)



**£320**

for the first entry from each organisation/submitting body

**£195**

for each subsequent entry from each organisation/submitting body

**£195**

for any entry from or on behalf of a charity, NGO, pressure group or otherwise NFP organisation

Please call if you think you may be eligible

A late entry fee of £125 will be applied to each entry submitted after 5 May 2023

All rates shown are excluding VAT

[employerbrandmanagementawards.com](http://employerbrandmanagementawards.com)



## COMMUNICATION

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 use of digital

Best social media strategy

Best integration of the employer brand in communication strategy

Best employer brand innovation

Best use of data

## 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

## 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

## SPECIAL RECOGNITION

Best ongoing commitment to employer brand management

## BEST EMPLOYER BRAND MANAGEMENT BY SECTOR

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

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.

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.

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

If you are entering one of the '**Best employer brand management by sector**' categories please refer to the guidance provided on **page 12** of this entry guide.

## **Entry format for Communications, Employer brand positioning, Employee journey and Special recognition categories:**

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.*



## Communications, Employer brand positioning, Employee journey and Special recognition categories

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### 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.

### 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 10 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.

## Communications, Employer brand positioning, Employee journey and Special recognition categories

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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:** Where the submission is project or campaign based, please include 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, do not force them into the submission if they are not relevant to the brief.

## Communications, Employer brand positioning, Employee journey and Special recognition categories

### 3. Supporting materials

Including supporting materials strengthens 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

**Note:** 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.



## Best employer brand management by sector category

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Please provide an **800 word entry statement**. 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 affect/challenge the company?
- Sector challenges and the strategies implemented to respond to them
- What is the organisation's areas of strength
- 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 and aid the narrative of your entry 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



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.



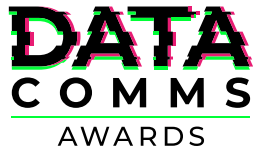
The Corporate Content Awards is the only awards programme for North American organisations to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



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 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.

For more information, contact Michelle Manton, head of events, Communicate: [michelle.manton@communicatemagazine.co.uk](mailto:michelle.manton@communicatemagazine.co.uk) or visit [communicatemagazine.com/awards](http://communicatemagazine.com/awards)

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employerbrandmanagementawards.com

**Good luck!**

**#EBMAwards**