

## BESPOKE AWARDS PLAN

Significantly increase your chance of success and save valuable time. Did you know the average industry win rate is just 10%? Our win rate is over 60% (almost 2 in 3) - the best in the business!

To ensure you have the best chance of winning the awards you deserve, the secret is to enter the awards that you have the best chance of winning based on your strengths and the type of awards you would like to win – that's where our annual awards plan comes in. We have calculated that being smart about the awards you enter will increase your chance of winning by around 20% before you even put pen to paper.

Your Bespoke Awards Plan Package will include the following:

- Award name and website link
- Organiser details
- Summary of the award purpose
- Award/business sector
- Recommended categories for each award based on your preferences
- Entry deadline
- Entry fee details
- Ceremony date (and fee if applicable)

Total cost: £995 + VAT

To get started all you need to do is complete our short questionnaire which follows this document, which should take you no more than about 10 minutes. Our expert researcher will then get cracking on your plan.

Your award recommendations will be sourced from our database of over 15,000 UK and international awards and categories and based on eligibility criteria.

Once we have completed your plan all you need to do is choose the awards you want to enter and our experts will take care of the rest for you. If however, you want to take care of the entry drafting yourself rather than using our experts, you are of course welcome to do so, after all it is your plan and you paid for it!



## **Business Awards Planning Questionnaire**

The purpose of this questionnaire is to gather some of the necessary information to enable us to develop an awards plan for your. Please complete this document as honestly and accurately as possible to ensure that we target only the most appropriate awards and categories for your organisation. Our recommendations will be made based upon your strengths and the wider objectives for your brand.

- 1) Company Name:
- 2) Website:
- 3) Where is your company based?
- 4) When did your organisation launch?
- 5) How many people do you employ?
- 6) Explain in no more than a paragraph what you do (your elevator pitch). Why would a potential client use your organisation?
  
- 7) Who do you consider your main competitor(s)?
  
  
- 8) Who is your typical customer?
  
  
- 9) What do you consider to be your organisation's key strengths? Please give details or a case study that highlights your achievements.

10) What do you consider to be your organisation's weaknesses?

11) Based on your answers to the above, how would you like your organisation to be perceived?

	Ranked 1 to 10 (1 being the most important)
Customer service orientated	
Fast growing	
Established	
Safe	
Accurate/Methodical	
Innovative/Creative/Dynamic	
Value for money	
Cheap	
Exclusive	
Expert	
Other (please specify)	

12) What are your corporate objectives over the next one to three years?

13) Why do you want to win awards? Who would you like your award wins to appeal to, new customers/investors/industry leaders/other?



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14) Have you introduced any new products or services since the organisation launched and if so on what date?

15) What was your turnover and pre-tax profit over the last three financial years? (Please provide estimates if accurate figures not available)

16) What type of awards would you like us to include/exclude?

Local/Regional Awards e.g. Brighton Business Awards, Kent Business Awards	Yes/No
National Awards e.g. National Customer Service Awards, IT Excellence Awards	Yes/No
International Awards e.g. European Business Awards, Global Business Excellence Awards	Yes/No
Industry Specific Awards e.g. Mortgage Times Awards, Marketing Week Awards	Yes/No
Cross-industry Awards e.g. National Business Awards, Queen's Awards for Enterprise	Yes/No
Please list any specific awards you would like <i>included</i> in your awards plan	
Please list any specific awards you would like <i>excluded</i> from your awards plan	

17) Have you entered or won any awards in the past 3 years? Please list.

Please email your completed questionnaire to [enquiries@awardsintelligence.co.uk](mailto:enquiries@awardsintelligence.co.uk) along with any background information you feel will help us to understand your organisation better e.g. brochures, plans, sales documents, press articles.