

### Introduction

You can apply for a maximum of three awards; these can all be in one section or across several sections. For example, you could apply for three awards in Section A, or one Award in each of Sections A, B, C, or any other combination. Please note, you can only win one award per section and a maximum of four awards in total (including the Grand Prix).

**Submission length:** Categories are broken down into three sections and each section should be between 350-450 words.

**Application window:** 4th June - 15th June 2018.

### Section A

#### **Most creative communications for larger organisations**

**Celebrating the most creative use of communications to achieve employee engagement.**

Entries will need to demonstrate innovative ideas that have been well executed with measurable results. This award is open to companies with 750 or more employees.

#### **Most creative communications for smaller organisations**

**Celebrating the most creative use of communications to achieve employee engagement.**

Entries will need to demonstrate innovative ideas that have been well executed with measurable results. This award is open to companies with less than 750 employees.

#### **Most creative communications for public sector/charity organisations**

**Celebrating the most creative use of communications to achieve employee engagement.**

Entries will need to demonstrate innovative ideas that have been well executed with measurable results. This award is open to organisations who operate within the public or charity sectors.

### Section B

#### **Most strategic communications for larger organisations**

**This award celebrates the most strategic use of communications to achieve employee engagement.**

Entries will need to evidence communications that were strategic and well-implemented. Applicants should be able to demonstrate how results succeeded the primary objective of their communication strategy. This award is open to companies with 750 or more employees.

#### **Most strategic communications for smaller organisations**

**This award celebrates the most strategic use of communications to achieve employee engagement.**

Entries will need to evidence communications that were strategic and well-implemented. Applicants should be able to demonstrate how results succeeded the primary objective of their communication strategy. This award is open to companies with less than 750 employees.

#### **Most strategic communications for public sector/charity organisations**

**This award celebrates the most strategic use of communications to achieve employee engagement.**

Entries will need to evidence communications that were strategic and well-implemented. Applicants should be able to demonstrate how results succeeded the primary objective of their communication strategy. This award is open to organisations who operate within the public or charity sectors.

## Section C

### **Engagement leader of the year**

**Celebrating an individual who has demonstrated enthusiasm and dedication to improving employee engagement at their company.**

This person will need to have made a substantial contribution that has resulted in a successful outcome for their employees or organisation, for example, championing the launch of a new site/module or actively driving communications and awareness amongst employees.

### **Engagement team of the year**

**Celebrating a team who has demonstrated enthusiasm and dedication to improving employee engagement at their company.**

This team will need to have made a substantial contribution that has resulted in a successful outcome for their employees or organisation, for example, championing the launch of a new site/module or actively driving communications and awareness amongst employees.

## Section D

### **Most effective launch**

**This award recognises applicants who have launched a new programme or module(s) resulting in a high level of activity and engagement.**

Entries should show how they have aligned their programme or module(s) with business objectives in order to achieve their goals. Judges will be looking at the launch strategy, communications and results achieved. This award is only open to programmes that launched after 1 April 2017.

### **Most effective relaunch**

**This award recognises applicants who have successfully relaunched their programme.**

Entries should show how the programme has been revived in line with business objectives. Judges will be looking at the entire campaign surrounding the relaunch, taking into account communications and project execution. Applicants should be able to demonstrate the positive results they have achieved. This award is only open to programmes that relaunched after 1 April 2017.

## Section E

### **Best evolution of company benefits**

**Celebrating benefits programmes that have been successfully adapted in response to changes in their organisation's needs.**

Applicants should be able to demonstrate how they have evolved their employee value proposition in response to a changing workforce, a competitive industry landscape, or a change in business objectives.

### **Most innovative company benefits**

**This award celebrates companies who have introduced original, fun and unique benefits relevant to their workforce.**

Whatever innovative or unusual employee benefits you have, we want to hear about them; whether it's letting your people bring their dogs to work, offering Netflix subscriptions, running a staff lottery or providing a cleaning service. Entries will need to demonstrate how the introduction of these benefits has contributed to an increased employee engagement score.

## Section F

### **Best use of the platform to drive business strategy**

**This award recognises applicants that have effectively used their employee engagement platform to drive forward and execute their business strategy.**

Entries must demonstrate how the utilisation of the platform had a positive impact on the overall goal. Some examples of this could be promoting culture and values, improving morale or productivity or increasing an employee value proposition.

### **Best internal communications strategy**

**This award celebrates applicants with a successful internal communications strategy.**

Applicants should be able to demonstrate how they have used open and honest communication to help deliver important campaigns and change strategies, and to connect employees with their purpose, mission and values. Entrants will need to show how they have transformed employee communications into two-way, social conversations through innovative approaches and techniques.

## Section G

### Best recognition strategy

**This award celebrates applicants with a successful recognition strategy.**

Applicants should be able to demonstrate how they have used monetary or non-monetary recognition to help drive employee engagement and embed a continuous recognition culture.

### Best wellbeing strategy

**This award celebrates applicants with a successful employee wellbeing strategy.**

Applicants will need to demonstrate a wellbeing strategy that supports their employees' range of wellbeing needs. This can include financial, mental or physical wellbeing initiatives. Results could include how these initiatives have raised awareness, reduced absenteeism, improved productivity, or increased employee engagement.

## Scoring Guidelines

**Your written entry will be marked by our independent judging panel. They'll want to see evidence of:**

### Objective:

- the purpose
- the challenges you faced
- the research / tools you used

### Approach:

- the plan
- the execution and delivery
- innovation and creativity
- why this plan was appropriate

### Results:

- how results were measured
- take up and engagement levels
- overall impact on employees
- impact on business results

**Each section is worth a total of 10 points and Judges will use the following criteria to score entries:**

Demonstrate	Description of how well the entry meets the criteria	Score available
Outstanding	Compelling, robust, fully evidenced description	9-10
Strong	Very good story with strong evidence	7-8
Adequate	Good, well evidenced description	5-6
Limited	Some weak areas, would have benefited from more evidence	3-4
Weak	Unconvincing, weakly evidenced description	1-2