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**BUSINESS
WOMEN**

EXCELLENCE AWARDS 2016

Information Pack

Sussex Edition

24th November 2017
Hilton Brighton Metropole Hotel



www.businesswomenexcellenceawards.co.uk

Organised by:  **CARROT EVENTS**

The Sussex Business Women Excellence Awards 2017



THE BUSINESS WOMEN EXCELLENCE AWARDS – stretch across the whole county of Sussex and are staged specially to celebrate the success of today's very best females in business. Whether we like it or not, many companies today still remain male-dominated despite the obvious progress that has been made over the years to change that. These awards seek to highlight the best business women or the best businesses owned or co-owned by women and from the number of entries we received this year and the massive interest shown, they are set to be fixed in the calendar for many years to come.

Faiza Shafeek of Carrot Events, organisers of the awards, said: "I am often asked why should we enter awards and what are the benefits to me or my business. My reply is that winning a business or personal award will raise your profile the profile of your company. Winning an award will enhance your company's reputation, instil trust to your customers and attract new business, which will ultimately make you more profitable. In short, it will prove you are better than your competitors".

Faiza Shafeek

Carrot Events

10 steps to a good entry

You can enter via the online entry form or can download the word doc. Make sure you are entering into the correct region, you can enter into other regions if you have company office located there too, the regions are Surrey, Kent and Sussex with Hampshire being added in 2019.

STEP 1 Make sure your presentation is well written – check spelling and grammar.

STEP 2 Complete the form clearly; type it on screen or print and write on it. Answer all category questions. Complete a separate entry form and create a separate supporting statement for each category you enter. Decide which categories to enter.

DON'T: enter more than three categories, don't enter categories which do not apply to you or your business.

STEP 3 Read the category information carefully. Include any information that informs the judges of your strengths, USPs, innovation etc. and include as much information as possible, the style and content's up to – but make sure it is relevant – the judges don't want to hear how well you did when you raised money for charity if you are entering for Digital Woman of the Year.

DON'T: write about how unprofessional your competitors are, compared to you.

STEP 4 Bring on the stats. Judges love real, honest statistics. Make them clear, relevant, comparative (eg year-on-year growth in sales etc.) Charts and tables are great, especially if they come from an independent source.

DON'T: Fib/exaggerate. The judges spot inconsistencies at a mile.

STEP 5 Report your progress – set the scene, e.g. when and how you started, where you operate, who you are (part of a larger organisation/independent) who you work with (in conveyancing, referral networks etc.), professional bodies, industry qualifications, where you plan to be in the future.

STEP 6 Celebrate your successes – tell the judges about local business awards, involvement in community improvements, business qualifications, recognition.

STEP 7 Get creative, when you have your relevant and sparkling written entry, liven it up with pictures and charts/tables etc. Keep imagery and text in proportion, we need facts and relevant information more than pictures but they do give a real 'feel' for your business. Many successful entrants follow the style of their branding and company brochures/website.

DON'T: include whole brochures or massive, hi-res pictures – resize if necessary to keep to the file size of 15MB for the whole entry.

STEP 8 Finalise your entry – it does not have to be flashy, it is the content that counts. Remember, your entry will be reviewed on iPads, not a large screen. Remember – maximum of 10 pages, plus the entry form.

DON'T: Sign it with DocuSign type systems – they prevent judges sharing files. To complete the form onscreen, just type your name. DON'T send more than 10 pages plus the entry form, excess pages will be discarded.

STEP 9 Save each entry form and supporting statement as a single A4 PDF, portrait – not landscape). Make sure your entry form is correctly and clearly completed and within the PDF document. (Make a PDF of the two separate documents then, in Adobe Acrobat – File – Create – Combine files into a single PDF.) Check that the completed document is no more than 15MB.

STEP 10 Send your COMPLETE entry(ies) by 28th September 2017. If you only send the form, not your submission, it will not be entered. Please DO NOT expect or request an extension.

SEND IT TO:

info@carrotevents.co.uk or fs@carrotevents.co.uk you can also send it by post or file transfer systems like Wetransfer. Email works best! DON'T: forget to book your tickets as soon as booking opens to get the best seats at the Awards event on 24th November 2017 – the tables sell out very quickly!

2017 Categories & Criteria



NEW BUSINESS/STARTUP OF THE YEAR AWARD

Open to all growing businesses that started trading since September 2015 and which are owned, part owned or wholly or partly run by a woman.

SMALL BUSINESS OF THE YEAR AWARD (under 10 employees)

This award category speaks for itself, and is open to all businesses within the Sussex area which are owned, part owned or wholly or partly run by a woman with less than 10 employees that can demonstrate exceptional performance, growth and market leadership.

MEDIUM BUSINESS OF THE YEAR AWARD (10-49 employees)

This award category speaks for itself, and is open to all businesses within the Sussex area which is owned, part owned or wholly or partly run by a woman with 10-49 employees that can demonstrate exceptional performance, growth and market leadership.

LARGE BUSINESS OF THE YEAR AWARD (50 plus employees)

This award category speaks for itself, and is open to all businesses within the Sussex area which are owned, part owned or wholly or partly run by a woman with 50+ employees that can demonstrate exceptional performance, growth and market leadership.

BUSINESS WOMAN OF THE YEAR

Recognising Sussex's most successful business women, these women need to show the great drive, dedication and determination that has made a difference in their working environment. Women who juggle all aspects of their lives with great results, women who may also be an outstanding mother, leader and role models.

THE BUSINESS INNOVATION AWARD

An ability to navigate market conditions is crucial for a business to survive today's difficult economic conditions. How has your business adapted to change, or utilised an innovative idea in order to be a successful business?

ENTREPRENEUR OF THE YEAR AWARD

She may be a star of the present... or of the future. This award is also open for colleges and schools to nominate. There is no age restriction as we over the past few years we have been seeing many amazing new Entrepreneurs who are well into their 50's plus. We anticipate that competition will be fierce for the 'Entrepreneur of the Year' Award. She will be a woman to watch.

DIGITAL WOMAN OF THE YEAR AWARD

Recognising 2017's outstanding woman in business social media and digital marketing. She can be of any age and this award is also open for colleges and schools to nominate. We anticipate that competition will be fierce for the 'Digital Woman of the Year' Award. She will be a woman to watch.

WOMAN IN EDUCATION AWARD OF THE YEAR

We are looking for someone working in any education field this could be at schools, colleges, Universities or in the business place, she/they will be women who have gone that extra mile for children and students or the company work force.

WOMAN IN UNIFORM AWARD OF THE YEAR

She can be woman/women working in any area of the uniformed sector whether public or private such as a nurse, doctor or medical technician or for instance a police officer, ambulance paramedic and so many more that we have not listed, these are very dedicated women who's professions we all have great respect for.

WOMAN IN ARTS/MUSIC/DANCE/DESIGN and MEDIA AWARD OF THE YEAR

This woman's full time profession could be in the performing arts, music, the written word or visual and design medium in all its forms, for instance, a designer in either the media or interiors or an artist. A woman who has been able to truly maximise her talents with great success.

EMPLOYER OF THE YEAR AWARD

This award will go to companies that invest in their staff, demonstrate a comprehensive female friendly approach and create an environment where their employees really want to work.

EMPLOYEE(S) OF THE YEAR AWARD

Award for an exceptional individual(s) whose effort(s) and determination have made an exceptional contribution to your business resulting in a positive gain for the organisation.

CONTRIBUTION TO THE COMMUNITY AWARD

This award is to recognise a business woman or business who has made a difference to her immediate and/or the wider Sussex community.

MENTOR OF THE YEAR AWARD

For the woman who has demonstrated exceptional skills as a mentor. We are looking for a woman who is at the forefront of mentoring stars of the future and guiding on the way to success in their careers.

WOMAN OF COURAGE AWARD OF THE YEAR

This winner could be someone who has battled against enormous odds yet still continues to work and make a difference to her business and community.

LIFETIME ACHIEVEMENT AWARD OF THE YEAR

For the woman who has been ahead of her time in all aspects of business for some considerable time, one who is revered by the business community for her exceptional achievements over the years that she has been in business.

OVERALL BUSINESS OR BUSINESS WOMAN OF THE YEAR AWARD

This category is one that is awarded by the judging panel and sponsors and is by far the toughest award of all, as it's the highest accolade of the 2017 awards and will be presented to a business or business woman who has impressed the judges and sponsors the most. This ultimate award will be presented to the business or business woman considered to be the most outstanding of the year.

Business Women Excellence Awards 2017

Rules and Eligibility

- The Business Excellence Awards 2017 – Sussex Edition are open to any business that have offices and/or facilities in the county of Kent. Individuals or businesses are invited to submit an entry describing their business and answering questions that are specific to their chosen category. They are encouraged to use recent examples of work, giving photos and references, web links to substantiate their application.
- Size of business is not an issue either in terms of employee numbers or turnover except for the Micro, Small, Medium or Large Business of the Year categories where size is listed.
- Ideally entrants should have a track record of trading for a minimum of 12 months.
- If possible, please do not exceed the word count stated per question if so stated.
- Sponsors are not eligible to enter.
- If you are entering more than one category, separate application forms should be completed for each submission. Maximum 3 applications per company/individual and includes third-party nominations too, for example within the categories. Remember that each entry/nomination will be judged on its relevance to each specific category, and the specific questions.
- Entries must be received by Business Women Excellence Awards organisers by 25th September if via post and 29th September 2017 via email or online entry.

- All entrants will be notified by e-mail that their entry has been received. Entry forms or third party nominations will become the property of the Business Women Excellence Awards and entries will not be returned.
- Entries may be submitted by you or your company or can be via a third party nomination. If via a third party nomination or via an organisation or from someone outside the business then we will contact them and ask them to submit an entry in accordance the rules and eligibility and category criteria's.
- Judging takes place October 2017.
- The judge's decision is final. Feedback is not provided.
- The organisers reserve the right to withdraw an award entry or nomination from any applicant who supplies false information within their entry. Judges reserve the right to audit any information supplied.
- All finalists must agree to take part in publicity and to attend the awards gala event which will take place on the 24th November 2017 at the Hilton Brighton Metropole Hotel. Tickets can be booked online at: www.businesswomenexcellenceawards.co.uk
- All finalists must agree to make themselves available for a judge(s) visit if the judges decide they think it appropriate to your entry.
- Winners and runners-ups will be announced at the awards ceremony.
- Award winners and runners-ups may state in advertising, promotional activity and on their stationery, that they are winners or finalist but this must include the category and the year in which the award was won.
- The organisers reserve the right to withdraw any award category if no satisfactory entries, nominations or applications are received.
- By submitting and completing an entry for these Awards you are therefore agreeing to these terms and conditions.

Entry or third-party nomination cover page

CLOSING DATE:

Postal Entries: Oct 9th 2017 • Email Entries: Oct 12th 2017



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Award category			
Contact (name in full)			
Company name			
Type of business			
Company address			Postcode
Telephone	Email		Web

* If you are making a Third-Party nomination Please give us your contact details below

Name	
Contact details	

Businesses or nominators may enter or third-party nominate into up to 3 categories unless entering separate individuals within their company or business. For each category, a separate enter or third party nomination a separate entry form must be submitted. If you are third nominating a business or business woman/women, give basic information and your reason why you think they should be nominated we will then contact them so that they can provide further information to help your nomination.

Please keep the submissions replies to each section to a maximum of 300 words, and remember that they will be used as the basis for your entries and third-party nominations. Replies to the sections listed below should outline as much detail as possible; the use of bullet points is fine. Remember to list any outstanding achievements and give full details. Please give facts and examples where possible, rather than general statements, if you have that information about the company or person you wish to nominate.

An independent panel of judges will review the entries and submissions to go forward as the final shortlist.

If you wish to send a physical hard copy entry by post or via email you can do so and that may well include pictures, testimonials, and PowerPoint presentations too.

PLEASE COMPLETE THIS FORM AND POST TOGETHER WITH YOUR ANSWER SHEETS TO:

Faiza Shafeek
BWEA 2017 Entries and Nominations
7 Hyde Gardens, Eastbourne,
East Sussex, BN21 4PN

Or email: fs@carrotevents.co.uk

To obtain more entry forms please visit our website at:
www.businesswomenexcellenceawards.co.uk

Information provided with this application form or any additional continuation sheets will be treated by the judges as strictly confidential and will be used solely for the purpose of judging your entry for The Business Women Excellence Awards

If you have any queries, please contact **Faiza Shafeek** at **01323 461298**
Or via email at: fs@carrotevents.co.uk

Category criteria questions can be found at: www.businesswomenexcellenceawards.co.uk

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email: fs@carrotevents.co.uk