



The Business Excellence Awards



Award Application Information



Introduction

Calling all business owners - the search is on to find the top businesses of 2020 and you are invited to get involved!

This prestigious Business Excellence Awards Ceremony honours the accomplishments, achievements, values and contributions of businesses and their owners in Europe, the Middle East and Africa... in an exciting setting of innovation, networking and education.

The Business Excellence Awards are a fantastic opportunity to be recognised as one of the best within the award category, whilst delivering a major boost to your business and brand image. Being named winner is a tremendous honour and one that can reap valuable publicity.

The application process can also help you re-evaluate your business, allowing you to assess both your current and future business strategies and ongoing aims and objectives.

Most importantly, it can be used to motivate and highlight the good work of your team to provide them with a level of confidence that will generate productivity and growth throughout your company. After all, success in these awards is a reflection of not only your success, but the success of your entire team!



Last year when reflecting upon the awards Brad Sugars, Founder of ActionCOACH said, "this event gets better every year, there is fierce competition but everyone's keen to celebrate each other's wins. For those who received Finalist certificates and Winners' trophies, we congratulate you on an outstanding year and for all we wish you a fantastic year of growth and the best of luck for the judges' 2020 awards."

Award categories open for 2020 are:

- Best Community Impact
- Best Company Culture
- Best Customer Service
- Best E-Commerce
- Best Import / Export
- Best Manufacturer / Wholesaler
- Best Marketing Campaign
- Best Retailer
- Best Serviced Based
- Engage & Grow Business of the Year
- Fastest Growing Company
- Most Innovative Company
- CEO of the Year
- Young Entrepreneur of the Year
- Entrepreneur of the Year

The winners of each category will be submitted for Best Overall Company of the Year.

How do you enter?



YOUR COMPLETED ENTRY MUST BE RECEIVED AT THE ACTIONCOACH UK SUPPORT OFFICE IN LEICESTER NO LATER THAN 5PM ON FRIDAY, 28TH FEBRUARY 2020.

You're welcome to enter just one, or if you prefer, a number of the categories listed, subject only to your eligibility.

IMPORTANT: A valid entry must include all of the following documentation.

- A fully completed entry form with all required information (*) completed
- Maximum 10 pages of appendices for supporting information (optional)
- A high resolution company logo (.jpeg, .eps, .pdf, .ai, .png)

Please ensure you read the guidance on 'what the judges are looking for' which is included in this form.

THINGS YOU NEED TO KNOW

Download the entry forms here:

www.actioncoach.co.uk/bef-awards

Getting your entries to us

All entries must be with ActionCOACH by close of business on Friday 28th February. You can submit your entry by post to the head office:

The Business Excellence Forums & Awards

Broadlands Manor,

Peckleton Lane,

Leicester Forest West, LE9 9QU

Or via email to:

awards@thebusinessexcellenceforums.com

Entering categories

You can enter one category, or more, subject only to your eligibility. Only one entry per business, per category, will be accepted.

Entry Fees

The Business Excellence Awards are funded exclusively by entry fees and sponsorship. The administration fee to enter an award category is £50 + VAT. This fee is waived for any organisation booking one or more places at the Business Excellence Forum.

Timeframe

You will receive an automatic response if sending via email. You will find out on the awards night taking place on Thursday 23rd April if you are a finalist.

Panel of judges

The award entries will be judged by sponsors of the event. The judges will select the finalists and choose the winners, they will then be announced at the Business Excellence Awards evening on the 23rd April.

Booking tables or places for the Awards Evening

Please ensure you keep this date free in your diary as only those present at the awards ceremony will be awarded. Book your place at the BEF here: www.actioncoach.co.uk/befa

Terms and Conditions

Full T&Cs are available on The Business Excellence Forums and Awards website. If you have any specific questions, please contact a member of the ActionCOACH team on: 01284 701 648.



What are the judges looking for?

Within all the awards categories, the key things judges are looking for are:

Best Community Impact

Two of the biggest Key Performance Indicators (KPI's) that we measure in ActionCOACH are how many jobs do you create and how much extra revenue do you put into the marketplace? You will demonstrate your ongoing commitment to the community locally and globally, you will describe specific activities the business engages in that have a positive impact on the community.

Best Company Culture

You will demonstrate how your company creates a positive culture within the business and outside with customers, sponsors and the local community. How do you celebrate team member achievements and what does it take for someone to be successful in the company? You will provide evidence to show your ongoing efforts to build and improve your company culture and this will be backed up with testimonials from your team members.

Best Customer Service

Customer service is something that every business has to do to survive, but some businesses go the extra mile which make them stand out from the rest. You will demonstrate how the company promotes ongoing customer service improvement across the organisation and how your team participates to improve their development. Customer testimonials will be provided as supporting evidence.

Best Import / Export Company

In these times of uncertainty, planning for the future is paramount, so has your plan and innovative ideas put your company to the forefront of it's industry? A detailed plan of your business goals for the future, and how you plan to achieve these will be provided.

Best Manufacturer / Wholesaler

You will demonstrate what has driven your company's success and why. A detailed plan of your business goals for the future and how you plan to achieve these will be provided along with the milestones you have achieved in the last 3 years.

Best Retailer

This company will have growth in sales since launching / the past 3 financial years. This could be in a face to face setting or online. You will provide evidence of how you show longevity, innovation and excellent customer service.

Best Service Based

This company will be based on providing a service for customers rather than on manufacturing. Growth in sales will have increased year on year, your USP will clearly be defined along with the actions you've taken to drive your companies success and a detailed plan for the future.



Best Marketing Campaign

Marketing rewards are measured by the return on investment. You will provide the details of your marketing campaign including the target market, the marketing message and how you delivered this campaign. You will demonstrate how the campaign was innovative and stood out from other competitors. Evidence to show the results of the campaign and ROI will also be provided.

Best E-Commerce

The company will work with multiple e-commerce platforms or specialise in one. You will show an understanding of the customer journey and demonstrate how the e-commerce experience plays a role in this journey.

Fastest Growing Company

The turnover growth of the company will be assessed over a four-year period for this award. You will also demonstrate what has driven your company's success and why. A detailed plan of your business goals for the future and how you plan to achieve these will be provided.

Most Innovative Company

You will provide details of the processes you use to research and develop new products or services and also demonstrate how you introduce them to the market. Details of your current strategy for development of the business will also be provided.

Engage & Grow Business of the Year

You will demonstrate what issues you were aiming to solve before starting the Engage & Grow programme. Quantifiable results will be listed and backed up by testimonials from team members who took part. You will also show what plan you have in place to keep the momentum moving forward.

CEO of the Year

You will demonstrate effective and innovative leadership to strengthen your business, as well as how you serve as a role model and mentor to your team. A detailed growth plan to reach your business objectives will also be demonstrated.

Young Entrepreneur of the Year

Entrants must be 30 years old or under. You will demonstrate effective and innovative leadership to strengthen your business and how you add creativity and vision to the business. A detailed plan of your business goals for the future and how you plan to achieve these will be provided along with the milestones you have achieved in the last 3 years.

Entrepreneur of the Year

Entrants must be 31 years old or over. You will demonstrate effective and innovative leadership to strengthen your business and how you add creativity and vision to the business. A detailed plan of your business goals for the future and how you plan to achieve these will be provided along with the milestones you have achieved in the last 3 years.

Best Overall Company

The winners of each category will be submitted for Best Overall Company of the Year.



Highlights from 2019



“ To win a business award is a really lovely endorsement, we have learn't so much through ActionCOACH. ”

- Nicola Cox, Cox London

“ All of our hard work is paying off and now we have recognition for it. We are really blessed and really excited for the future. ”

- Suleymen and Jayhun Necati, Crafty Arts



“ It feels absolutely amazing, it's a testament to the power of coaching. ”

- Eric Partaker, Chilango

“ We are absolutely overwhelmed to win Best Overall Company, that is just awesome, we are blown away. If it weren't for all the team and their hard work we wouldn't have got this. Personally it's huge, it's confidence building - to grow as an individual and to grow as a business owner, it's amazing. ”

- Grace & Melanie Tillett, Tilletts Clothing





Good Luck!

www.actioncoach.co.uk/bef-awards

Broadlands Manor, Peckleton Lane, Leicester Forest West, LE9 9QU

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