



Best Marketing Campaign

Award Entry Questionnaire

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 (*.jpg, .eps, .pdf, .ai., .png*)

About Your Organisation:

***Contact Person Submitting this Entry:**

***Name of Company:**

***Email:**

***Country:**

***Phone:**

***Do you currently work with an Action Coach?**

Yes No

***If yes, who is your coach?**

**1. Describe your core business and include your company mission statement.
(Maximum 600 words)**

2. What was your target market for this campaign? (Maximum 600 words)

3. How did you define your marketing message? (Maximum 600 words)

4. What were the marketing challenges being addressed? (Maximum 600 words)

5. What is innovative and creative about the campaign/project; what lessons can other business owners learn from your ideas? (Maximum 600 words)

6. What are the detailed objectives/targets? Explain how well these were met, covering both financial and non-financial issues. I.e marketing plan, ROI analysis. (Maximum 600 words)

7. Please provide documentation, collateral and resources of your marketing campaign. I.e. online marketing, relationship marketing, strategic partners, host beneficiaries, direct marketing etc. This can be included in your appendices. (Maximum 600 words)

8. Please provide any notoriety public headlines/testimonials your company has received in regard to this campaign. (Maximum 600 words)

9. Why should your business win Best Marketing Campaign? What would winning this award mean to you, your team and your business? (Maximum 600 words)

10. Please state your annual revenue for the past 2 years and how much it has grown?

	2020 (£)	2020 (%)	2021 (£)	2021 (%)
Revenue				
Profit				

11. Is this the first time you have attended The Business Excellence Forums & Awards?

Yes

No

In what year(s)?

12. How did you hear about The Business Excellence Forums & Awards?

Facebook

Twitter

Direct Website

ActionCOACH

Magazine/Newspaper

Referred by a friend

Other

13. Will you be bringing any team or family members?

Yes

How many?

No

How to submit your entries

Submit this form via email to: awards@thebusinessexcellenceforums.com

OR by mail c/o ActionCOACH Broadlands Manor, Peckleton Lane, Leicester Forest West, LE9 9QU

Disposition of Entries

Entries and materials submitted may or may not be used, displayed, shown, duplicated, published or disposed of as BizX Forums & Awards deems appropriate. We hold no responsibility to return any documents, images, or files, once submitted to us. By submitting entries, the entrant agrees to hold BizX Forums & Awards and its employees and/or sponsors exempt from any costs or expenses of any claim arising out of any such use by us. Winners must be present at the Awards Ceremony either face-to-face or virtual to receive their awards.

Entry Deadline

The entry deadline is 5pm on 14th February 2022.

Entries received past the stated deadline will be ineligible.

How to Get Help

Need answers to your questions on how to prepare and/or submit your entries?

Visit our web site at: actioncoach.co.uk/bizx2022

If you can't find the answer there, please contact us at:

Telephone: 01284 701 648

Email: freedom@actioncoach.com