

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: 1st June-16th June

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 and original ideas that have been well executed with measurable results. This award is open to companies with 1,000 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 and original ideas that have been well executed with measurable results. This award is open to companies with less than 1,000 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 and original 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

Best branding for larger organisations

This award recognises applicants who have successfully branded their platform in line with business objectives.

Entries will need to show how they created an identifiable employee brand, embedded it into their organisation, and how this has contributed to the programme's success. Examples of this could be a clever use of supporting elements such as icons, emblems or mascots, incorporating the business's brand guidelines in an original way, or creating an entirely separate brand identity which is recognisable and relevant. This award is open to companies with 1,000 or more employees.

Best branding for smaller organisations

This award recognises applicants who have successfully branded their platform in line with business objectives.

Entries will need to show how they created an identifiable employee brand, embedded it into their organisation, and how this has contributed to the programme's success. Examples of this could be a clever use of supporting elements such as icons, emblems or mascots, incorporating the business's brand guidelines in an original way, or creating an entirely separate brand identity which is recognisable and relevant. This award is open to companies with less than 1,000 employees.

Best branding for public sector / charity organisations

This award recognises applicants who have successfully branded their platform in line with business objectives.

Entries will need to show how they created an identifiable employee brand, embedded it into their organisation, and how this has contributed to the programme's success. Examples of this could be a clever use of supporting elements such as icons, emblems or mascots, incorporating the business's brand guidelines in an original way, or creating an entirely separate brand identity which is recognisable and relevant. This award is open to organisations who operate within the public or charity sectors.

Section C

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, well-implemented and forward looking. Applicants should be able to demonstrate how results succeeded the primary objective of their communication strategy. This award is open to companies with 1,000 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, well-implemented and forward looking. 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 1,000 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, well-implemented and forward looking. 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 D

Engagement leader of the year

Celebrating an individual who has demonstrated enthusiasm and dedication throughout their involvement with an employee engagement programme.

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 have demonstrated enthusiasm and dedication throughout their involvement with an employee engagement programme.

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 E

Most effective launch

This award recognises applicants who have launched a new programme resulting in a high level of activity and engagement.

Entries should show how they have aligned their programme 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 2016.

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 1st April 2016.

Section F

Best evolution of company benefits

Celebrating 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 company benefits in response to a changing workforce, a competitive industry landscape, or a change in business objectives.

Best employee engagement project

This award recognises organisations that have successfully created a sense of belonging and engagement within their workforce as a result of a wider project or initiative.

Applicants should be able to demonstrate how they communicated to their employees throughout the project, how they overcame any obstacles, and evidence an ongoing strategy that ensures employees feel connected to their organisation. Examples could include executing a successful change management strategy in response to a merger, acquisition or office relocation, reinforcing company values, or implementing a new range of social events.

Results should show the positive impact this has had on overall employee engagement.

Most unique 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 G

Best use of the platform to drive business strategy

This award recognises applicants that have effectively used the 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. An example of this could be a reduction in workload or driving uptake on specific initiatives.

Most integrated engagement platform

This award celebrates applicants that have successfully evolved their platform into a diverse, unified engagement hub.

Applicants should be able to demonstrate how they have adapted their platform to become a centralised employee portal in order to cross promote several initiatives. Results should show the positive impact this has had on engagement and uptake of initiatives.

Section H

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, performance, or retention.

Best wellbeing strategy

This award recognises the effective promotion of employee health and wellbeing.

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 an 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:

Rating	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