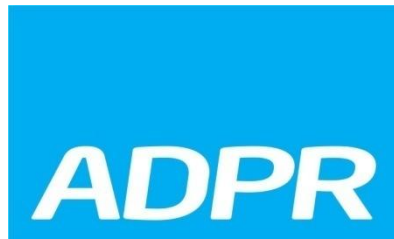




## **A Guide to Entering Awards**

*Presented by ADPR Ltd*



# ADPR: Your local PR resource

It is our job to help companies get the most out of their award wins

- Formed in 1991
- Based in West Lambrook
- Team of 12 PR professionals
- Connected with the media



# Understand the power of awards

Awards help generate business

Customers look for winning track records

***The media loves a winning story***



# That winning feeling!



# To enter or not to enter, that is the question

- Do you fit the category criteria?
- Do you have a strong case?
- Do additional categories apply to you?
- Can you set aside enough time to fill in the forms?

(Entries close 5.30pm on 1<sup>st</sup> September)



The Somerset Business Awards are **FREE** to enter

# Understand the rules

- You must be based in Somerset  
County Council area
- Strict closing date of 1<sup>st</sup> September
- Supply supporting statement for each  
category – and make each one  
specific
- 800 word limit per category



# Prepare

- Make it a team effort – get staff input and conduct a brainstorm
- Clearly designate tasks and elect one person to manage the process
- Allow enough time to collect and put together all of your entry information
- Make sure that your entry is proofed by at least two individuals
- Get external feedback on your entry
- Pay attention to the deadline!



# Be bold and reach out!

- Be proud of your current achievements
- Ask others to endorse you
- Consider applying for multiple awards
- Showcase company credentials and achievements in your entry (press coverage, account details, growth statistics)



# Always go the extra mile

- Make your submission stand out (type your entry and include images)
- Consult professionals, getting input on copy and layout
- Capture attention with an interesting introduction and strong conclusion
- Split each entry into digestible chunks with clear section headings
- Proof read, proof read, poof raed!



# The inside scoop...

## What makes a winning entry?

- Differentiate yourself (Highlight your uniqueness and innovation)
- Clearly address and answer the award category criteria
- Showcase your strengths compared to your competitors
- Give a concise history and company background
- Highlight the positive impact on business (profit increase, growth etc)
- Include endorsements from past and present clients



# If you don't win...

- Request feedback from judges
- Take a moment to review the winner's credentials
- Objectively reflect on your entry
- Don't be deterred – keep entering



# If you do win...

- CELEBRATE & ENJOY THE MOMENT!
- Notify contacts and thank clients
- Maximise press publicity



“Winning the Best Exporter Award 2010 was fantastic for us because it has shown our competitors that we have a real international presence. This accolade is testament to all of our employees and we look forward to coming back in 2011 and maybe winning again!”

***Gary Turbridy, Avalon Sciences  
Winner of the Best Exporter Award 2010***

# Post-award promotion

*Plenty of people will be interested in your award – so make sure they get to hear about it.*

- Post the news on your company website
- Issue a press release to the media (local, regional and trade press)
- Tell your customers via newsletters and word of mouth
- Utilise the accolade logo on your marketing materials

create some buzz!



**and...**

# See yourself in the news

## Second Queen's Award for Halyard

Halyard Marine Ltd has announced that it has been awarded The Queen's Award for Enterprise. This is the second time that Halyard has been presented with the prestigious award in four years - in 2006 for Innovation, and today for Continuous Innovation.



As experts in the field of marine silencing systems, the award reflects Halyard's continuous innovation with the design and development of new products since first winning the award in 2006.

Since 2006, Halyard has developed strategic silencing systems for engines and water separators covering general marine company's passenger vessels in conjunction with the Institute of Sound and Vibration Southampton. The new resonator system reduces steps into exhaust gas cleaning, using PurgeJet exhausts.

The new product development has expanded its capabilities into both the international and domestic markets, with a maximum of 4000hp.

Halyard's success has been met with five years Halyard has doubled the engine output.

In particular, Halyard has recently won the award winning Squadron 65 motor yacht award, and helping to achieve cost targets, and helping to achieve award winning Squadron 65 motor yacht award.

Resonator technology is not only used to filter out specific problem firing frequency, significantly reducing the sound of the boat passing.

Derek Carter, Chief Executive of Halyard, says: "The marine industry has worked incredibly hard to bring new products to market during the recession. Halyard is but one example - albeit deeply technical customer base. The result is typified by the use of Halyard's Resonator Squadron 65, which recently won the prestigious Motor Boat and Yachting Year Award."

James Grazebrook summed up: "The marine industry has worked incredibly hard to bring new products to market during the recession. Halyard is but one example - albeit deeply technical customer base. The result is typified by the use of Halyard's Resonator Squadron 65, which recently won the prestigious Motor Boat and Yachting Year Award."

## Halyard on crest of a royal wave

THE development of these products has been at the forefront of Halyard's work since it won the Queen's Award.

These products - a resonator silencing system, water separators and the development of the marine gas engine silencing system - have led to Halyard being recognised for continuous innovation.

James Grazebrook, who celebrated the 20th birthday two days before the award ceremony, said: "The Queen's Award is an honour and holding the Queen's Award is an achievement and overseas where the reputation of Halyard is high."

It works in conjunction with the resonator silencing system, and is designed to reduce the noise of the engine. It is a key part of the development of the new product, which has a maximum of 4000hp.

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James Grazebrook and the team at Halyard Marine Ltd.

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## Businesses receive recognition at awards ceremony evening

By Emma Frampton  
emma.frampton@midsonnews.co.uk  
01749 832334

Firms big and small have been rewarded for their innovative skills in a county-wide competition.

The winners in the prestigious Somerset Business Awards 2011 were announced at an awards ceremony last week.

The annual Somerset Business Awards 2011 ceremony was organised by the Somerset County Council and the Federation of Small Businesses.

Rupert Cox, Somerset County Council leader, said: "We are proud to see the winners of the Somerset Business Awards 2011."

The winners of the awards were: Best Small Business: 1. Red Berry Recruitment Ltd, Shepton Mallet; 2. RD Analytical, Wells; 3. Premier Water Solutions, Shepton Mallet; New Business (South Somerset): 1. Estadia, Yeovil; 2. Wessex Commercial Solutions, Yeovil; 3. The Old Wharf, Langport; Environmental Responsibility: 1. Frampton's Ltd, Shepton Mallet; 2. Millfield Eco-Project, Taunton; 3. Clavelhay Barn Restaurant, North Petherton; Service excellence: 1. Ariel Motor Company, Crewkerne; 2. ROK, Taunton and 3. Hippichick, Bridgewater;

Marketing and promotion: 1. Tech-Cable Ltd, Highbridge; 2. Wells, 3. Kettlewell Colours;

Recruitment: 1. Ariel Motor Company Ltd, Crewkerne; 2. Hippichick, Bridgewater; 3. Hilti Herbs; Business of the year (50+ employees): 1. Higgs Insurance Services Ltd, Wells; 2. ROK, 3. Avalon Leisure, Street and Wells, highly commended award to Jon Thorne.

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Best Medium Business: 1. Higgs Insurance Services Ltd, Wells; 2. ROK, 3. Avalon Leisure, Street and Wells, highly commended award to Jon Thorne.

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ted a year ago with the help of a Mendip Start up Grant and a Connecting Somerset Grant for the website design.

The company environmental, water and drainage consultancy provides solutions for the development and construction industry over issues such as flood risk assessment, water sampling and management of private water supplies.

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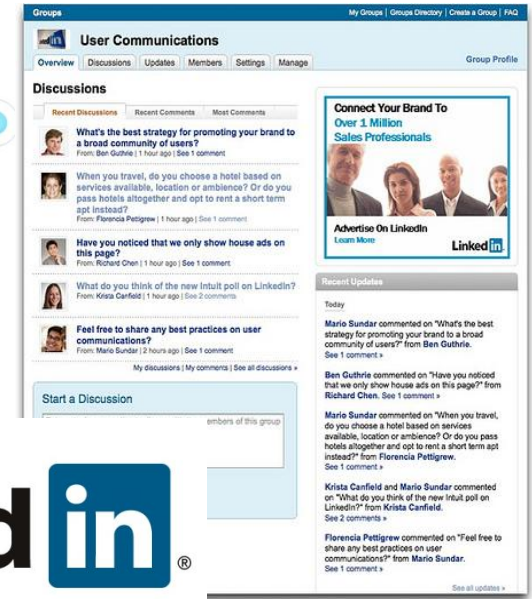
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Tom Reed, MD of Scanstrut, collects the Scott Deverell Young Businessperson of the Year Award



# ...Don't forget social media!

Everyone is listening, just make sure that your talking!



# Questions?

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