



TEAM AWARDS

Judges will be looking for teams and businesses that can demonstrate an ongoing and sustained commitment to delivering outstanding work with a focus on creativity and innovation.

Judges will score 1-10 points for the below criteria. This will give a total score for each entry out of a possible 50.

Each entry must include information under the following headings:

1. A summary of your business or team, judges will love to learn about your specialism, your set-up, the sectors you activate in or what needs you seek to fulfill.
2. An outline of your objectives, judges pay specific attention to this section and love to read objectives that are clear, specific and measurable.
3. Examples of recent work or campaigns; Judges love to learn about objectives, market research, strategy and how you implemented your plan. Don't forget to include relevant information about your results and how you evaluated performance.
4. A recent outstanding achievement you'd like to highlight.
5. Examples of recent challenges you've faced and how you overcame them.

CAMPAIGN AWARDS

The judges will be looking for a clear description of an outstanding campaign, innovation or platform. Judges will also consider the structure, presentation and clarity of each entry.

Judges will score 1-10 points for the below criteria. This will give a total score for each entry out of a possible 50.

Each entry must include information under the following headings:

1. A summary of your entry and why it should win this award. Please note this information might appear on relevant marketing materials should you win.
2. An outline of objectives, judges pay specific attention to this section and love to read objectives that are clear, specific and measurable.
3. A summary that illustrates your understanding of the target audience and how to engage it.
4. Details on implementation; Judges will want to learn more about the steps you took to make your vision into reality, highlighting your creativity or innovation.
5. Results and evaluation - looking back at the objectives you previously outlined, were these met?

WORK / SERVICE / UTILISATION AWARDS

Judges will be looking at the utilisation of your work for the success of your business or a campaign.

Judges will score 1-10 points for the below criteria. This will give a total score for each entry out of a possible 50.

1. A summary of your business or team, judges will love to learn about your specialism, your set-up, the sectors you activate in or what needs you seek to fulfil.
2. An outline of your objectives, judges pay specific attention to this section and love to read objectives that are clear, specific and measurable.
3. Examples of recent work, judges love to learn about objectives, market research, strategy and how you implemented your plan. Don't forget to include relevant information about your results and how you evaluated performance.
4. A recent outstanding achievement you'd like to highlight.
5. Examples of recent challenges you've faced and how you overcame them.

INDIVIDUAL AWARDS

Entries will be scored by the judging panel as well as by a public vote. You may nominate yourself or a colleague for all individual awards.

Judges will score 1-10 points for the below criteria. This will give a total score for each entry out of a possible 30+ the public vote.

1. Tell us a bit about the person you're nominating, their career path so far or what they're setting out to achieve.
2. What are some contributions you'd like to highlight? What is a recent achievement you'd like to point out?
3. Why should you /they win? Please note this information may be used on your profile for the public vote.

CHAIRMAN'S AWARD

All shortlisted entries will automatically be entered into the draw for the chairman's award.

Judges will score 1-10 points for the below criteria. This will give a total score for each entry out of a possible 50.

1. Impact on the Community:
 - Promotion of STEM: Effective promotion of science, technology, engineering, and mathematics (STEM) within the community and beyond.





2. Creativity:

- Innovation and Creativity: Use of innovative methods to achieve business goals and address challenges.

3. Communications:

- Communication Methods: Effective use of various communication methods to share the story, outreach efforts, and the impact made.

4. Partnerships and Collaboration::

- Industry and Educational Partnerships: Development of partnerships with industry professionals, educational institutions, and other organizations to further the business goals.

5. Documentation and Presentation:

- Chairman's Award Submission: Quality and thoroughness of the written submission, including essays and supporting materials.
- Presentation to Judges: Effectiveness and professionalism in the live presentation to the judges, including clear communication, engagement, and the ability to answer questions.

