**The Entry Process**

Please email your completed entry to: [**boty@thebusinessdesk.com**](mailto:boty@thebusinessdesk.com)

In the subject line please state the region and company name (e.g. North West - Acme Corporation)

The deadline for entries is **Friday 14th March 2025**. Please note no attachments will be accepted as part of any entry. Should you have any questions about the awards, please email us on[**boty@thebusinessdesk.com**](mailto:boty@thebusinessdesk.com)

**Stage 1: Site Visits**

Members of the judging panel will conduct a site visit at each entrant's office/site between 29th April - 26th June. We will be in touch in early April to arrange your site visit. For the start up category, you will either receive a site visit or a video call.

**Stage 2: Shortlist Interviews**

After the site visits, judges will create a shortlist. The shortlist will then be invited to present to the judges at a location in Manchester city centre in early September. Winners will then be selected.

Winners will be announced and presented with a trophy, at the Business of the Year awards dinner on the 15th October in Manchester city centre.

Good luck!

**Categories**

**Start Up -** This award is for a business that has been actively trading for three years or less. The judges will be looking for a business that is making its mark and is creating the right foundations for growth.

**Innovation -** Innovation is the lifeblood of business success. This award is to recognise those companies which have successfully disrupted their own business or industry to create a more exciting future.

**Sustainability -** Businesses are becoming much more aware of their impact on the environment and this new award is to highlight the very best. Whether it is a product or service that supports the endeavours of others, or a strategic change or investment that has made a significant impact, the judges want to hear from those who are taking an authentic approach to sustainability.

**Employer of the Year -** This award recognises the private or public sector organisation that excels for its workforce. This can be demonstrated through investment in skills and training, innovations around flexible working, workplace wellbeing initiatives, support for groups and individuals.

**International Trade -** Recognising international trade success from a business in the region - whether entering new markets or achieving significant growth in existing countries.

**Investment -** This award is to recognise an investment that has had a notable impact on a business and its performance. It may be an investment in property or people, in developing a new product or service, in entering a new geographic market - our judges are looking for a significant commitment to successfully support a growth strategy. (Please note: we are not looking for funders to enter their own business, but would welcome entries from individual businesses that have received funding).

**Community Impact -** Identifying a business or individual in the region that has demonstrated a commitment to ‘giving something back’ to the region, through CSR initiatives or charitable activities.

**Property -** This award, recognising the strength and importance of the property sector, will go to the business which has had a successful year and can show how its work has positively impacted on the regional economy.

**Family Business -** The winner will be able to show how it is thriving because it is a family business, utilising the skills of different generations and having a long-term vision for sustainable success.

**Small Business (up to 50 employees) -** Shortlisted businesses will be able to demonstrate outstanding development and growth, for example through significant investment, creating jobs, entering new markets or launching new products - and be able to show the impact this has had on the company’s performance.

**Medium Business (51-250 employees) -** Judges will be looking for businesses with sustained growth or have achieved a step-change in their performance. Other factors, such as disrupting their market, entering new markets, investing in the business, and strong employee engagement, will be features of the successful entries.

**Large Business (251+ employees) -** This award will go to one of the region’s strong success stories that is really setting the pace. The winning business will have outstanding financials but will also have a great story to tell and be making a significant impact in the region.

**Fast Growth Business -** Rewarding outstanding growth demonstrated by a business in the region over the past 12 months, as part of a sustainable strategy.

**Chief Executive of the Year -** We are not looking for specific entries for this category. Our judges will identify the most impressive business leaders from the individuals they met on their site visits for the other categories. The shortlisted chief executives will then be invited to present in front of our judges before a winner is chosen.

**Ambassador -** This award is the only one that is for an individual, not a company.Recognising outstanding leadership, vision and commitment to business over a sustained period. The winner will be a person who has made a significant contribution in their sector or to the region. The judges may also nominate individuals for this award, and no shortlist will be published.

**Entrant Details**

Company name:

Company address (Location for judges site visit):

Company contact name:

Company contact email address:

Person entering

Name:

Job title:

Organisation (if different from above):

Email address:

Telephone:

(please note that your details will be shared with our event partners who will be part of the judging process)

**Award Categories**

Please highlight the boxes of the awards you would like to enter. You are allowed to enter a maximum of two categories.

☐ **Start Up** ☐ **Innovation**

☐ **Sustainability**  ☐ **Employer of the Year**

☐ **International Trade**  ☐ **Investment**

☐ **Community Impact** ☐ **Property Business**

☐ **Family Business** ☐ **Small Business (up to 50 employees)**

☐ **Medium Business (51-250 employees)** ☐ **Large Business (251+ employees)**

☐ **Fast Growth Business**

**Awards Entry**

The word count is a guide rather than a strict limit, but please don’t go significantly over.

Please highlight any information which should be kept confidential.

**Company Details**

Company Name:

Number of staff:

Turnover

2023: 2024: Projected 2025:

**Please provide a short 50-word description of your company to be included in the event brochure if successful (please write in third person)**

**Please summarise the organisation - 250 WORDS**

* History of the business
* Overview of the product/services

**Please describe why you feel your company should win the award in your chosen category(ies) (up to 1500 words)**

By way of guidance, we are looking for you to tell us:

* Specific actions and milestones and how the business has been strengthened
* How the business has overcome challenges it has faced
* Your approach to ESG
* Your vision for the business
* What makes your business stand out from its peers