**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. West Midlands - Acme Corporation)

The deadline for entries is **Friday 6 September 2024**. Please do not send any supporting attachments with your entry form as they will not be judged. Should you have any questions about the awards, please email us on[**boty@thebusinessdesk.com**](mailto:boty@thebusinessdesk.com)

Entries will be shortlisted by a panel of independent judges, with the winner being announced and presented with a trophy at the awards dinner on 13 February 2025.

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 a business's financial commitment to its future success through a significant investment. For example, this might be an acquisition, an investment in people, property or product, or a major R&D commitment. (We are not looking for funders or investors to enter this category, but they can submit an entry for a company they support that is focused on how that business has used the money as part of its strategic plans).

**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 -** Dynamic individuals transform their companies with their leadership. Whatever your job title, if you are the leader of your business and driving revenue growth or cultural change, a turnaround or transformation, this is the category for you.

**Ambassador - This category is also not available to enter.** 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:

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 three 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** ☐ **Chief Executive of the Year**

**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 max description of your company to be included in the event brochure if successful *(please write in the 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