

RUGBY **RBA** **BUSINESS AWARDS**





Categories available

*please note criteria guidelines for each category are enclosed within

- checkbox Town Centre Outlet
checkbox Business Newcomer
checkbox Innovator of the Year
checkbox Small Business of the Year
checkbox Customer Care Award
checkbox Employee of the Year
checkbox Team of the Year
checkbox Best Promotional and Marketing Campaign
checkbox Green Company of the Year
checkbox Business of the Year



Please return this completed form to:

Ginny Hunter, Advertisement Manager, The Rugby Advertiser, 2 Albert Street, Rugby. CV21 2RS.
Closing date for entries or nominations is: Thursday 26th May 2011

I would like to enter/nominate the following company/individual for this category:

NameCompany
Type of business.....
Daytime telephone number
Your name.....Tel no

Please include a paragraph about your business and the field you specialise in. If your company is awarded on the evening this paragraph will be used by our Master of Ceremonies to inform the audience about your business type.

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Please provide a profile of the business or individual concerned, paying particular attention to background career/business history, and - where appropriate - current performance, number of staff, profit/revenue growth, business strategy and other criteria (see criteria details). For some of the categories the judges may want to call and hear a short presentation from the entrant. You will be notified so that an appropriate time can be arranged. Please complete this section in as much detail as possible. If it is more convenient for the written submission to be produced on a word processor or other type of printed medium, securely affix entry material to this form. Please ensure that hand-written entries are clearly legible and that all names are printed in block capitals.

Please state which particular qualities exhibited by this organisation/team/individual would make them a worthy recipient of this award.

Please note that companies and individuals may enter or be nominated for more than one category, where appropriate, but each entry/nomination must be made on a separate entry form. Photocopies of the form are acceptable, or additional copies can be obtained by calling Ginny Hunter, The Rugby Advertiser, on (01788) 539990, or calling at our offices at 2 Albert Street, Rugby, CV21 2RS.

If your nomination details are contained on a separate printed sheet, please indicate by ticking this box []

* You can also enter online via www.rugbyadvertiser.co.uk and going to Rugby Business Awards
• entries can also be submitted via email to: jo.billings@jpress.co.uk and must follow criteria guidelines

Town Centre Outlet of the Year

In this category, members of the public can nominate their favourite outlets in Rugby Town Centre. The top five will be shortlisted and mystery shopped.

Marks will be given based on factors such as store layout, customer service level, product availability and quality. From these mystery shops, a winner will be selected. Category open to Town Centre retailer, bars and restaurants

Sponsored by Rugby First & Clock Towers Shopping Centre



Business Newcomer

Open to anyone who has management control of a company or enterprise which they have personally established within the past five years. Judges are looking for a good grasp of product potential, use of advice and resources, evidence of clear business planning and sustainability.

Sponsored by Rugby Borough Council



Innovator of the Year

This award will go to the employer or manager who has implemented an idea, spearheaded a change of procedure, system, or function, which has led to significantly improved profitability, or an outstanding difference to the company's operation.

Please find an additional form for this category at the back of this pack

Small Business of the Year

For businesses which employ fewer than ten full-time staff. Judges are looking for a clear business plan and the ability to demonstrate achievement of business objectives. Clear understanding of the market and customers' needs must be shown.

Sponsored by
Brethertons Solicitors



Customer Care Award

This is where the public comes in. If you have received outstanding treatment when all you were expecting was hassle, this is the award for you! The judges will be looking for cases where customers are treated with care, courtesy and respect. Dealing with this company, shop or team is a treat.

Sponsored by
BT (Aviva Investors)



Employee of the Year

A manager should nominate a member of their staff who is a constant high achiever, and who has made a significant contribution to the success of their department. Judges want an insight into what the manager thinks makes them so special – it must be more than simple results.

Team of the Year

Employers to nominate three or more people, who either work together usually, or just for a particular project. Judges are looking for teams which have made a significant contribution to the business, commitment to team working and mutual support and respect.

Sponsored by
Waste Recycling Group



Best Marketing or Promotional Campaign

Judges are looking for an individual or team who have best demonstrated how a creative marketing/promotional campaign can be used to forward their business significantly. Entries should include examples of the campaign (min. of 3 visuals) and include an explanation of the thought behind it, and evidence of its success.

Sponsored by
Rugby Advertiser



Green Company of the Year

This category attempts to identify companies who have created or adapted their working practices to conserve resources and maximise efforts to enhance green values. Written evidence to support your applications along with pictures if possible. Examples and testimonials would also help the entry.

Sponsored by
Converteam



Business of the Year

Judges choosing the winner of our blue riband award are looking for a clear business plan and achievement of stated business objectives. An understanding of the market and how the company meets the needs of its customers must be shown (evidence of training and development of the workforce, and then understanding and commitment of staff of all levels towards the business vision, are key criteria). Judges will also take account of a positive commitment to the local community.

Sponsored by
CEMEX





Friday 10th June 2011
at Dunchurch Park Hotel, Ruby

Ticket Ordering Form

Tickets available at £35 plus VAT

Name

Company Name.....

Address

.....Postcode.....

Tel noemail address

I would like.....tickets for the Rugby Business Awards

Total amount for tickets (please remember VAT at 20%) £

Signed

Address where tickets will be sent to (if different from above address)

Address

.....Postcode.....

If paying by Cheque please make payable to Northamptonshire Newspapers Ltd
And return to: Ginny Hunter, Rugby Advertsier, 2 Albert Street, Rugby, Warwickshire, CV21 2RS

If paying by card please complete the following:

Card holder's name

Card typeCard no.....

Start Date.....Exp DateIssue No.....Security Code

Or alternatively if you hold an account with Northamptonshire Newspapers Ltd
and would like to be invoiced please provide us with your account number

Please tick here if you would like a receipt

Please remember to enclose menu choice and any dietary requirements

For further enquiries please call Ginny Hunter on 01788 539990



Friday 10th June 2011

at

Dunchurch Park Hotel

Menu

To Commence:

Roulade of chicken with a mango & rocket salad,
toasted pine nuts & coriander cream

Main Course:

Traditional oven roasted rib of English beef with
Yorkshire pudding & pan gravy

Dessert:

Rum baba with citrus fruits & Jersey cream

Freshly brewed coffee & mints

[Vegetarian option available.](#)

Please denote here.....if vegetarian option required.

Any dietary requirements? Let us know.....



Rugby Business Awards 2011

Application for the Innovation category Sponsored by the Chamber of Commerce

Innovation can mean many things. It can cover a service, a product or a process. It can be internal or external to your company. It can involve a huge change or a small one that may have a big impact. The dictionary definition of innovate is "to invent or begin to apply (ideas methods etc)" and the definition of innovation is "something newly introduced, such as a new method or service". That should give you an indication of what we are looking for.

Your innovation does not have to be earth-shattering, it need not have cost a lot of money to implement (the most innovative solutions are often achieved at the lowest cost), it should be something new that has really made a difference, either to your organisation, the people within it, or to your customers. For the first time this year we are also including diversification as innovation. In these troubled times many businesses are having to diversify in order to survive, and this in itself can be an innovation.

Because innovation is such a wide definition, it would be helpful if you could take a few minutes to complete this application form. If you do not have sufficient space for your answers please continue on a separate sheet of paper. You may also attach any supplementary information that you wish, although this is not compulsory. We hope to make the process as straightforward as possible – good luck!

Applicant Details

Your Name:.....Position in Organisation

Company:Telephone.....

Address

.....Postcode.....

Email

In what capacity are you applying? Company.....

How long has this business been trading?Years

How many employees in the business? Employees

What is your main business activity? (Continue on separate sheet if necessary.)

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Is your innovation a: Service Product Diversification Process Diversification (Please delete as necessary)

Is your innovation: (Please choose one)

Internal (affects your internal processes and procedures)

External (affects your customers/suppliers)

Both (ie affects both you and your customers/suppliers)

Is your innovation:

Something new anywhere

Something new to you

Description of innovation: Please give as much information as you can. If you are able to detail actual changes and specific processes it would be helpful. Please continue on a separate sheet if necessary

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Attending the Rugby Business Awards?

This years Rugby Business Awards will take place on Friday 10th June at Dunchurch Park Hotel in Rugby with Special Guest Frank Bruno and Master of Ceremonies Ian Richards.



Special Speaker – Frank Bruno

Boxing Champion Frank Bruno is this year's guest at the Rugby Business Awards. Frank Bruno MBE is an English former boxer whose career highlight was winning the WBC heavyweight championship in 1995. All together he won 40 of his 45 contests. His most famous fight was in 1989 when Bruno challenged Mike Tyson for the unified World heavyweight title. Like Henry Cooper before him, Bruno has remained a popular celebrity with the British public since his ring career ended.



Master of Ceremonies – Ian Richards

Ian has one of the most recognised and commanding voices in the business today and appears on many well known brand commercials. Ian has made over 500 appearances for the British armed forces on the mainland alone and has recently appeared in Dubai and Las Vegas for major corporate clients. Totally reliable, impeccably presented with fresh material and of course most importantly, very funny!

It is free to enter these awards and entry is open to all Rugby based businesses. As well as having the opportunity of recognition for your business, the evening is most enjoyable and is the ideal place to network with other businesses within the Rugby area.!



Special Accommodation Offer

at Dunchurch Park Hotel on

Friday 10th June 2011

Why not make the most of the evening and stay over at Dunchurch Park Hotel.

Double Room £60 | Single Room £45

Includes breakfast. Please quote RBA when reserving your room to qualify for this special offer.

Dunchurch Park Hotel, Rugby Road, Dunchurch, Nr Rugby, CV22 6QW

T 01788 810656

www.signaturegroup.co.uk

