

2017/18  
AWARDS ENTRY  
BROCHURE

# WHAT MAKES YOU GREAT?

RECOGNISING  
**SUCCESS**  
INNOVATION  
ETHICS

● European  
○ Business  
○ Awards®

Sponsored by





# CONTENTS

What do you get from participating in the Awards?	3
What do previous winners say?	4
Some of our previous winners and participants	5
Our activity	6
What are the European Business Awards and why do they exist?	7
Why the European Business Awards?	9
European Business Awards: The process	10
The Ones to Watch: Public video vote and PR	11
Award categories	12
How do you enter?	14
How are the Awards judged?	15
Sponsors	16
Timeline for the competition stages	17
How much does it cost?	18
Next steps	18

# WHAT DO YOU GET FROM PARTICIPATING IN THE AWARDS?



## ENDORSEMENT

“Receiving recognition for what we have achieved at AirSpeed Telecom from such a high calibre judging panel represents a significant endorsement for our business.”

**Airspeed Telecom**



## NETWORKING

“It has been a very interesting conference and the evening event was full of emotion and great business contacts. We will meet several co-winning companies in the next 3-months time, hopefully leading us to new business.”

**Brightspark**



## EXPOSURE

“Being in the European Business Awards brought us to the attention of many new potential clients and in fact a few major companies who saw our Awards video came to us and are starting client partnerships and closing deals with us.”

**eFM**



## LEARNING

“The Awards have helped BMZ in our wider understanding of European business.”

**BMZ**



## ACCESS TO COMMUNITY

“EBA provides the opportunity for cooperation and learning from each other across both industry boundaries and national borders. It simply helps us all to become better.”

**Samhall**

# WHAT DO OUR PREVIOUS WINNERS SAY?



"To be rewarded with an EBA not only gives you visibility within the sector, but is also a way to promote your brand."



"A very good opportunity to work with different departments as a team, analyse what has been done in the past few years, look for successes, recognise efforts and rethink where you need to go to be more efficient."



First ever female winner of the RSM Entrepreneur of the Year Award, CEO Julie Deane attributes this win as a part of her success story.



"It is a great way to promote the company – and it is highly enjoyable!"



"It provided interesting networking opportunities with influencers and possible partners."



"It lets you showcase your company at a European level and helps you increase your brand value."



"It is an important opportunity for companies in Europe to connect and a great chance for leaders to network."



"As well as being an excellent way to raise your profile, it is also a very effective way to strike up partnerships with other firms and access new markets to help you scale up even further."

# SOME OF OUR PREVIOUS WINNERS AND PARTICIPANTS



# OUR ACTIVITY



- AWARD CEREMONIES
- CONFERENCES
- PUBLICATIONS
- NETWORKING EVENTS
- KNOWLEDGE SHARING



RECOGNISING  
**SUCCESS**  
**INNOVATION**  
**ETHICS**





# WHAT ARE THE EUROPEAN BUSINESS AWARDS AND WHY DO THEY EXIST?



# THE EUROPEAN BUSINESS AWARDS IS ONE OF THE MOST PRESTIGIOUS ACCOLADES A COMPANY CAN RECEIVE, AND IS CONSIDERED THE WORLD'S LARGEST CROSS-INDUSTRY, CROSS BORDER, BUSINESS COMPETITION

Since 2007, we've been rewarding innovators, the success stories, and the ethical entrepreneurs of European business. We wanted to do much more than just congratulate them and give them a trophy. The Awards exist because we truly believe that business has a key role to play in tackling the major issues faced by Europe and the world; unemployment, climate and environmental challenges, conflict, widespread poverty.

**We believe that creating stronger, more successful, innovative and ethical business communities will help address these changes. The European Business Awards aims to do exactly that in three ways:**



## ENDORISING AND PROMOTING EUROPE'S BEST BUSINESSES

Helps attract new customers, partners, talent and investors.



## SHARING LEARNING AND SOLVING PROBLEMS

Helps businesses overcome the hurdles that stand between them and growth.



## STIMULATING DEBATES

By asking the big questions and helping answer them.

# WHY THE EUROPEAN BUSINESS AWARDS?

Obviously there is a strong element of competitiveness to our Awards – they wouldn't be worth winning without it. There's also a **robustness and transparency to the judging process** that means every entrant knows they will be assessed purely on merit. As our reputation has grown, so too has the prestige associated with winning our accolades, along with the number and quality of the companies entering and hoping to triumph.

This expanding number of diverse entrants is also enabling us to build a **unique community of business experts from different industries** who are motivated to meet, interact, and share ideas via our alumni groups, conference and webinars.

The European Business Awards brings these like-minded organisations together, giving big players from different industries a unique **opportunity to do business as well as learn and solve major challenges**.

When else could you get the movers and shakers from the pharmaceuticals and engineering, fashion and transport industries under the same roof, let alone around the same table?

## 2016/17 CAMPAIGN IN NUMBERS

33,000

companies engaged in the 2016/17 Awards

636

businesses awarded as National Winners

7,000

items of coverage across digital media

236,055

individual online votes received in the public vote

150

judges

20

cross-industry events

1,000s

event attendees

€18m

in media coverage

€14m

in new business for our partners

# EUROPEAN BUSINESS AWARDS: THE PROCESS



## STAGE 1: ONES TO WATCH

The Awards will publish a “Ones to Watch” list for each country in Europe that has competing businesses. Every business will need to demonstrate the core principles of the Awards: Success, Innovation and Ethics as well as exemplary performance in one of 12 Awards categories. **Entry deadline strictly: 31 October 2017.**



## STAGE 2: NATIONAL WINNERS

From the Ones to Watch list, 12 National Winners will be selected by Judges to represent their country in the European finals of the competition. The companies that demonstrate exceptional performance in each of the 12 Award categories will be selected to compete in the European finals. **National Winners announced: 15 January 2018.**



## STAGE 3: EUROPEAN BUSINESS AWARDS CATEGORY WINNERS

The National Winners from each European country will come together to compete to win in 1 of the 12 categories in the Awards. **Gala Event: 22 May 2018.**

# THE ONES TO WATCH: PUBLIC VIDEO VOTE AND PR

**Businesses announced on the ONES TO WATCH lists in each country will be offered the opportunity to submit a video for the public vote!**

There are a multitude of benefits in opting to enter a video the public voting stage of the Awards. These include a **huge** amount of PR and visibility, your company's video will be viewed by people across the globe.

Many businesses have a lot of fun creating their video:

- ▶ It's free
- ▶ A fantastic way to engage with your community
- ▶ The videos are simple to create
- ▶ Great content for social media
- ▶ Amplifies and reinforces your endorsement by the EBA.



Ones to Watch will be invited to create and submit their video.



Videos will go live and be available to the public for voting on the EBA website.



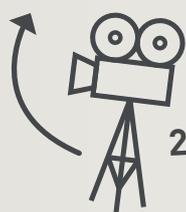
You will be invited to attend the **Gala Ceremony Final** to find out if you have been voted as the European Public Winner.

The European Business Awards encourage and promote PR press and social media, through their own channels and through sponsors, supporters and those in the competition. Celebrating Success, Innovation and Ethics and the best of European business.

## 2016/17 VIDEO CAMPAIGN IN NUMBERS

Over **750,000** new visitors to the site during the voting period

**236,055** individual online votes received in the public vote



WATCH THE  
2016/17 WINNERS  
VIDEOS HERE



@rsmEBA



Business Awards Europe



The European Business Awards



# AWARD CATEGORIES

## 1 THE RSM ENTREPRENEUR OF THE YEAR AWARD

**CRITERIA:** The judges will make the Award to the individual(s) who demonstrates vision, a persevering approach to enterprise expansion that places them at the heart of the business by identifying opportunity, understanding objectives, formulating ideas and making decisions and acting as an inspiration to others to achieve greater business success.

## 2 THE ELITE AWARD FOR GROWTH STRATEGY OF THE YEAR

**CRITERIA:** This Award will go to the organisation that best demonstrates an international organic growth strategy (i.e. excluding results solely from merger and acquisition activity) that has achieved outstanding levels of sales, profit and market share improvement by means which include international expansion, new products and services introduction, new market creation, the development or expansion of product and service ranges or forward or backward integration in their supply chain.

## 3 THE AWARD FOR INNOVATION

**CRITERIA:** This Award will go to the organisation that can best demonstrate a recognition of the importance of innovation and a proven ability to create, nurture and develop product, service or business model innovations that substantially improve its commercial performance, operational effectiveness or prospects by bringing benefit to the organisation, its customers and other stakeholders. The application can be based on the development of a specific product or service or on the repositioning of the organisation and is not limited solely to innovations of a technological nature. (Open to private and public-sector organisations).

## 4 THE AWARD FOR INTERNATIONAL EXPANSION

**CRITERIA:** This Award will go to the organisation that has successfully developed and implemented a strategy based on identifying opportunities based on local demand, competition and supply chain support to build and remotely manage partially owned partnerships or wholly-owned subsidiary businesses outside its market of origin.

## 5 THE SOCIAL RESPONSIBILITY & ENVIRONMENTAL AWARENESS AWARD

**CRITERIA:** The judges will look for evidence of a clearly expressed and widely communicated strategy, mainly focussing on actions which demonstrate a responsibility to prevent the social and natural environments in which they operate from anthropogenic damage. The actions should seek to calculate risk and proactively drive improvement from a commercial, environmental, and social responsibility perspective which goes beyond the legislative requirements of their sector. (Open to private and public-sector organisations).

## 6 THE WORKPLACE & PEOPLE DEVELOPMENT AWARD

**CRITERIA:** The Award will go to the organisation that in the view of the judges best demonstrates that its human resource is truly engaged with the aims of the organisation through an holistic values based strategy that seeks to sustain organisational performance improvement through investment in the recruitment, personal and skills development and motivation of every individual employee. (Open to private and public-sector organisations).

## 7 THE CUSTOMER & MARKET ENGAGEMENT AWARD

**CRITERIA:** The judges will make this Award to the organisation that can best demonstrate that it delivers an innovative, upper quartile customer experience within its sector that engages all groups in its potential market, adds a powerful USP to its brand based upon an integrated omni-channel strategy, leading edge technology and processes, measurement led performance improvement and highly skilled employees within its own organisation and its supply chain. (Open to private and public-sector organisations).

## 8 THE DIGITAL TECHNOLOGY AWARD

**CRITERIA:** The judges will make this Award to the organisation that best demonstrates that it has substantially improved its operational performance in terms of workflow effectiveness, customer experience management, increased turnover and improved margins or cost control through an innovation in their use and application of digital technologies either developed in house or sourced from an external supplier. (Open to private and public-sector organisations).

## 9 THE NEW BUSINESS OF THE YEAR AWARD

**CRITERIA:** The judges will give this Award to the business established with less than 3 years trading at the time of entry that can demonstrate since its inception positive well planned leadership, an outstanding record of growth and profit performance beyond their initial projections, successful exploitation of the sector in which they operate to the satisfaction of their customers and the needs of all stakeholders and developed the foundations upon which growth and success can be sustained.

## 10 THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €0-25M

## 11 THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €26-150M

## 12 THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €150M+

**CRITERIA:** The Award for each of the Business of the Year categories will go to the outstanding company that has best demonstrated exceptional financial returns, strong growth and innovation strategies, and market leadership in its sector. Judges will be looking for evidence of clear leadership, inventiveness, ethical credentials, good stakeholder relationships with all groups and effective future planning balanced by the flexibility to deliver consistent results in challenging and dynamic market conditions.

# HOW DO YOU ENTER?

You can be **selected**, **nominated** or you can **put your organisation forward** for consideration for the European Business Awards.

## WHAT EFFORT AND COMMITMENT IS REQUIRED FOR EACH STAGE OF THE COMPETITION?



### STAGE 1: ONES TO WATCH

Our research team undertake the research, analysis and verification work to compile the Ones to Watch list. If you have put yourself forward, you will be asked to complete a short entry form, it will take no more than one hour to complete.

**Entry deadline strictly: 31 October 2017.**



### STAGE 2: NATIONAL WINNERS

To be selected as a National Winner, our researchers gather the additional information. At this stage you will have to confirm that you are happy to be considered for selection as a National Winner and that you are prepared to participate fully in the judging process that selects the European Business Awards winners in the 3rd stage of the competition.

**National Winners announced: 15 January 2018.**



### STAGE 3: EUROPEAN BUSINESS AWARDS CATEGORY WINNERS

As a National Winner we will require you to complete a questionnaire which will provide the judges with more detail on how you have built such a successful business.

To represent your country and compete as a National Winner you will also need to commit that you will send at least one senior representative of the company to participate in the Judging Event that will take place in a European city in May 2018. During a 2.5 hour judging session, judges will speak to all of the finalists (National Winners) in the category.

The Awards process is simple, and we guarantee that any effort you put into the Awards will be vastly outweighed by the **Endorsement**, **Exposure** and **Relationships** the Awards bring. **Gala Event: 22 May 2018.**

# HOW ARE THE AWARDS JUDGED?



## STAGE 1: ONES TO WATCH

Every company that enters, is proposed by our research team or nominated by a partner, is evaluated and scored by our analysts based on set criteria. First this is based on the core principles of the Awards; Success, Innovation and Ethics and then analysed for exemplary performance in one of the 12 Award categories.

This process will generate a Ones to Watch list of 150 companies per country. With roughly equal numbers of companies selected for each of the 12 categories.



## STAGE 2: NATIONAL WINNERS

12 National Winners per country are selected from the Ones to Watch list. Based on the original research/submission and the additional information collected by our research team, our analysts put forward a shortlist of three companies for each category to the National Winners Judging Panel.

The Judging Panel is made up of well-regarded business leaders, academics and management consultants and overseen by our Chairman of the Judges, Philip Forrest.



## STAGE 3: EUROPEAN BUSINESS AWARDS CATEGORY WINNERS

The final stage of the judging to win Europe's top accolade is undertaken by a panel of fantastic Judges, (we list them all on the European Business Awards website). They read all of the written applications prior to the Judging Event for the category they are going to judge. At the judging event they meet with each of the companies they are judging to ask questions and gain further insight. They log a series of scores for every company. The scores from every Judge are combined to give a result. Those scores are validated by the Chairman of the Judges and his team, and the winner decided.

During the Awards Ceremony and Dinner we announce to the world who the 12 European Business Awards winners are.

# SPONSORS

## LEAD SPONSOR



RSM is the sixth largest network of independent audit, tax and consulting firms, encompassing over 120 countries, 760 offices and more than 38,000 people internationally. The network's total fee income is US\$4.64 billion.

RSM is the lead sponsor and corporate champion of the European Business Awards promoting commercial excellence and recognition of entrepreneurial brilliance.

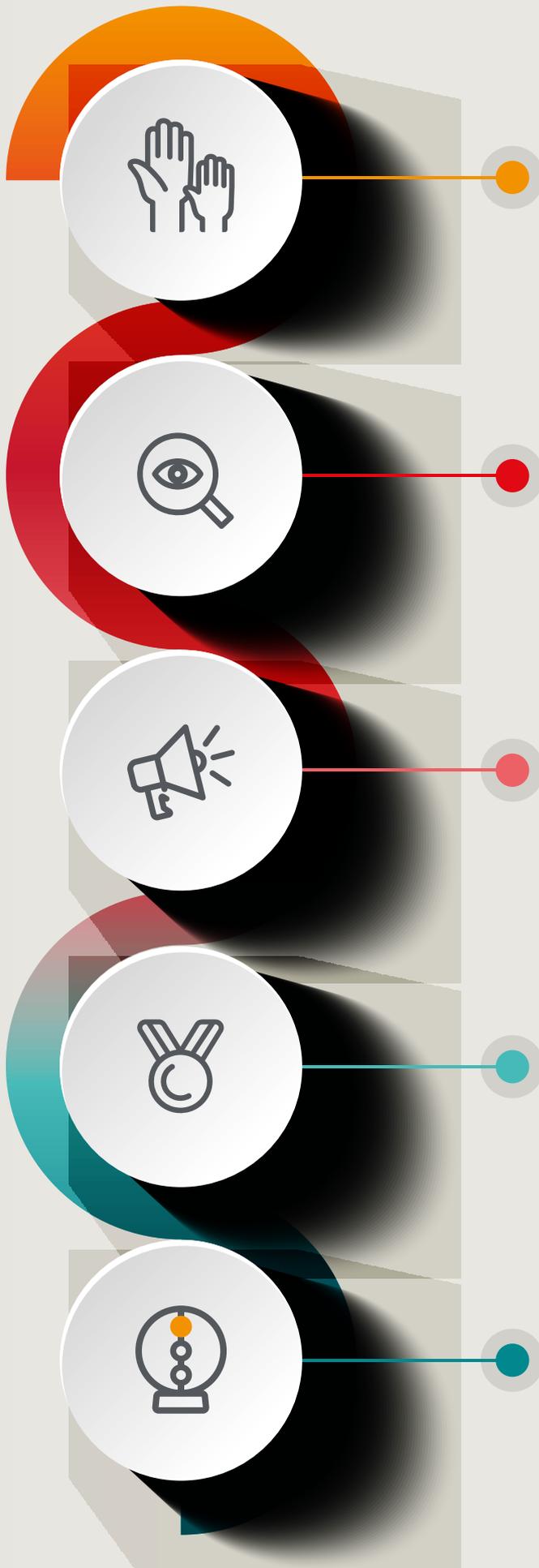
“WE WHOLEHEARTEDLY ENCOURAGE SUCCESSFUL AND THRIVING EUROPEAN BUSINESSES TO PARTICIPATE IN THESE AWARDS SO THAT THEIR ACHIEVEMENTS CAN BE RECOGNISED AND CELEBRATED BY THE BUSINESSES ELITE IN EUROPE. WINNING AN AWARD CAN BRING SUBSTANTIAL BUSINESS OPPORTUNITIES FOR THOSE INVOLVED.”

**JEAN STEPHENS, CEO, RSM**

## EUROPE-WIDE SPONSORS AND SUPPORTERS



# TIMELINE OF THE COMPETITION STAGES



**24 JULY 2017**

## **NOMINATIONS OPEN**

### **STAGE 1**

**15 NOVEMBER 2017**

## **ONES TO WATCH ANNOUNCED**

100-250 per country

### **OPPORTUNITY**

*Opt into the Ones to Watch video entry*

► [See page 11](#)

### **STAGE 2**

**15 JANUARY 2018**

## **NATIONAL WINNERS ANNOUNCED**

12 per country

1 in each category

*Ones to Watch video entries go live for the public to vote* ► [See page 11](#)

## **ONES TO WATCH EVENTS**

Held across Europe from  
15 January to 5 February 2018

*Ones to Watch events will be held in some European countries.\**

*If there is an event in your country you will be invited attend to find out if you have been selected as a National Winner.*

*\*List of countries TBC  
(Confirmed by 15 November 2017)*

### **STAGE 3**

**22 MAY 2018**

## **JUDGING SESSIONS & WINNERS ANNOUNCEMENT**

Category Winners and  
Public Vote Winner announced  
at Awards Gala Dinner

# HOW MUCH DOES IT COST?

**There are no charges for entering the competition.**

However, we run this programme as a social enterprise and although we have some great sponsors who support us, we believe in the principle of fairness and expect you to pay for what you consume or use.

**If you wish to attend any of the events we organise, we ask you to pay minimal ticket price. Depending on the event, tickets range from €200 to €500.**

Success in the competition is a powerful endorsement that is why you can see so many testimonials all over our website. To help finalists capitalise on that we have created promotional opportunities around the Awards. You may wish to take advantage of some of the options as they have lots of value and provide high levels of visibility. However, it is your choice, it is not obligatory. And again, they are designed to help you grow and build your business.

Attending events or participating in promotional opportunities will bring you significant value, but will not, in any way – positively or negatively – influence the judging and decisions that are made in the competition.

## NEXT STEPS

**Submit your entry form on our website and become part of our Europe wide community:**

**GO TO WEBSITE**