* **The total word count of your entry should be no more than 2000 words. If your entry form exceeds this limit your entry will not be accepted and you will not be notified.**
* **Section 1 does not count towards the 2000 word count. Section 2 MUST NOT exceed 2000 words. Each question in section 2 carries its own individual word limit.**
* **A maximum of 5 attachments (e.g. tables, graphs or photos) may be included with the entry form. These attachments must be image files (jpg, gif, png or tif) and must not exceed 5MB in total. Any attachments that exceed the permitted allowance or exceed the permitted file size will be deleted.**
* **Please enter the contact name and company name as you would like to see it appear on a certificate should you become a winner.**
* **Please email your completed entry form to** [**awards@chamberawards.co.uk**](mailto:awards@chamberawards.co.uk)**.**
* **Please save your entry form electronically as YOURCOMPANY\_CATEGORY.doc**
* **This form contains 7 questions. Please ensure that you answer all questions. Any entries not adhering to the rules at the end of the entry form will be eliminated at the next round.**
* **Please note the rules at the end of this entry form.**

|  |  |  |
| --- | --- | --- |
| TOTAL WORD COUNT |  |  |

**Please type your answers after each question**

**SECTION 1**

|  |  |
| --- | --- |
| Contact name |  |
| Company name |  |
| Company Address |  |
| Email address |  |
| Website address |  |
| Telephone number |  |
| Twitter Account |  |
| Business sector |  |
| Nature of business |  |
| Main product/service |  |
| Number of employees |  |
| Legal Status of company |  |
| Year that the business started trading |  |
| Are you a member of an accredited Chamber of Commerce? If yes, which one? |  |

For a list of Accredited Chambers please visit <http://www.britishchambers.org.uk>

|  |  |  |  |
| --- | --- | --- | --- |
| **\*These must be completed** | **FY 2017** | **FY 2018** | **Projection 2019** or the last public statement of your future outlook\* |
| Turnover\* |  |  |  |
| Net Profit\* |  |  |  |
| Reserves\* |  |  |  |

\*we reserve the right to request updated figures should your entry progress to the national finals.

**SECTION 2**

1. **Please provide a brief description of your business, the products or services it supplies, its customers and the markets that it operates in.** (Maximum 200 words)

You should cover:

* The nature of your business
* Your products and services
* Your customers
* Markets that you operate in

**This question has a maximum of 3 marks**

|  |
| --- |
|  |

1. **Please outline the overall trend in your sales turnover and profit development together with a brief description of any key events that have led to any changes where appropriate.** (Maximum 200 words)  
     
   You should cover:

* How your sales turnover has developed
* How your profit has developed
* Any events that have led to any changes. Please provide an explanation

**This question has a maximum of 5 marks**

|  |
| --- |
|  |

1. **What over the next three years and how will these be are the objectives for your business achieved?** (Maximum 200 words)

You should cover:

* Main objectives for the next three years
* How will these be achieved
* Effects that these will have on the overall business

**This question has a maximum of 5 marks**

|  |
| --- |
|  |

1. **What marketing techniques do you use to identify, attract and convert new customers?** (Maximum 350 words)

You should cover:

* Analytics utilised for your site and action taken based on insight gained
* Marketing techniques used including Social, SEO, Paid Search, Email
* Examples of activity that have driven successful conversion

**This question has a maximum of 5 marks**

|  |
| --- |
|  |

1. **What methods do you use to understand your customers’ online experience? How do you use this insight to optimise your site?** (Maximum 350 words)

You should cover:

* What customer feedback do you gain, via which channels and how do you use this?
* Which optimisation techniques do you use? (e.g. A/B & Multivariate Testing)
* Any additional methods that support optimisation

**This question has a maximum of 5 marks**

1. **Describe the biggest challenges you have experienced and how you solved these issues. What do you foresee as the biggest challenges over the next 3 years?** (Maximum 350 words)

You should cover:

* Your biggest challenges in relation to e-commerce and their resolution
* Provide insight into challenges you can foresee, along with action you may take to address these

**This question has a maximum of 5 marks**

1. **What is your growth strategy through e-commerce?** (Maximum 350 words)

You should cover:

* Objectives and strategies for growth through your e-commerce site
* Any additional business objectives that will drive the growth of your business overall (if applicable)
* Detail any plans to move into new markets as part of your growth strategy

**This question has a maximum of 5 marks**

**Judging**

Should your application for this award category be successful, a judging date will be allocated between Monday 29th April – Friday 10th May 2019.

You will be notified no later than Tuesday 9th April 2019 if you have been successful in becoming a finalist.

**What encouraged you to enter?**

* Chamber Staff, please specify..................................
* Twitter/ Linkedin
* Herefordshire & Worcestershire Chamber of Commerce website
* Email signature
* Networking newsletter
* 3rd party
* Local newspapers
* Other (please specify)

**The Rules**

1. The Herefordshire & Worcestershire Chamber Awards are free to enter for members and non-members of Accredited Chambers of Commerce only.
2. Entries are treated in confidence but will be shared with a select group of individuals for judging purposes.
3. All entries must be electronic.
4. A maximum of 5 attachments (e.g. tables, graphs or photos) may be included with the entry form. These attachments must be image files (jpg, gif, png or tif) and must not exceed 5MB in total. Any attachments that exceed the permitted allowance or exceed the permitted file size will be deleted.
5. Any website links used within your entry will not be activated by the judges. Supplementary information may be requested at a national judging level.
6. Please note the maximum word count for any entry is 2000 words. This word count limit does NOT include the question. If your entry exceeds this word count or file size it will not be accepted and you will not be notified.
7. Entrants may be asked for staff or customer testimonials.
8. Entries will be judged at two stages by an independent and impartial panel of judges. After the local Awards in July 2019, the next stage will be a regional judging panel from which the winners will be put forward to national judging with the British Chambers of Commerce.
9. Award winners will be announced at the Annual Awards Ceremony on Thursday 4 July 2019.
10. Entry to more than one category is permitted.
11. Applicants must be authorised to enter their organisation into the awards programme.
12. Entries should be in English and should be produced using a word processor. All entries are entered into the BCC Awards process. All entries must be checked for spelling and grammar.
13. Incomplete entries will not be judged.
14. All entries that meet all of the rules will be acknowledged on receipt. Entry forms will become the property of the British Chambers of Commerce and entries will not be returned.
15. Proof of sending entry (by email) is not proof of receipt by BCC or its agents.
16. Herefordshire and Worcestershire Chamber of Commerce reserve the right to withdraw an award from any applicant supplying false information within their entry. Judges reserve the right to audit any information supplied.
17. The closing date for entries is Friday 29 March 2019.
18. The judges’ decision is final and no further correspondence will be entered into.
19. No employee of The British Chambers of Commerce or an Accredited Chamber of Commerce shall be entitled to enter.
20. By registering and completing an entry for the Awards you agree to these terms and conditions.