



CEA The Corporate
Engagement
Awards 2021

ENTRY AND INFORMATION GUIDE

Entry deadline: 2 July

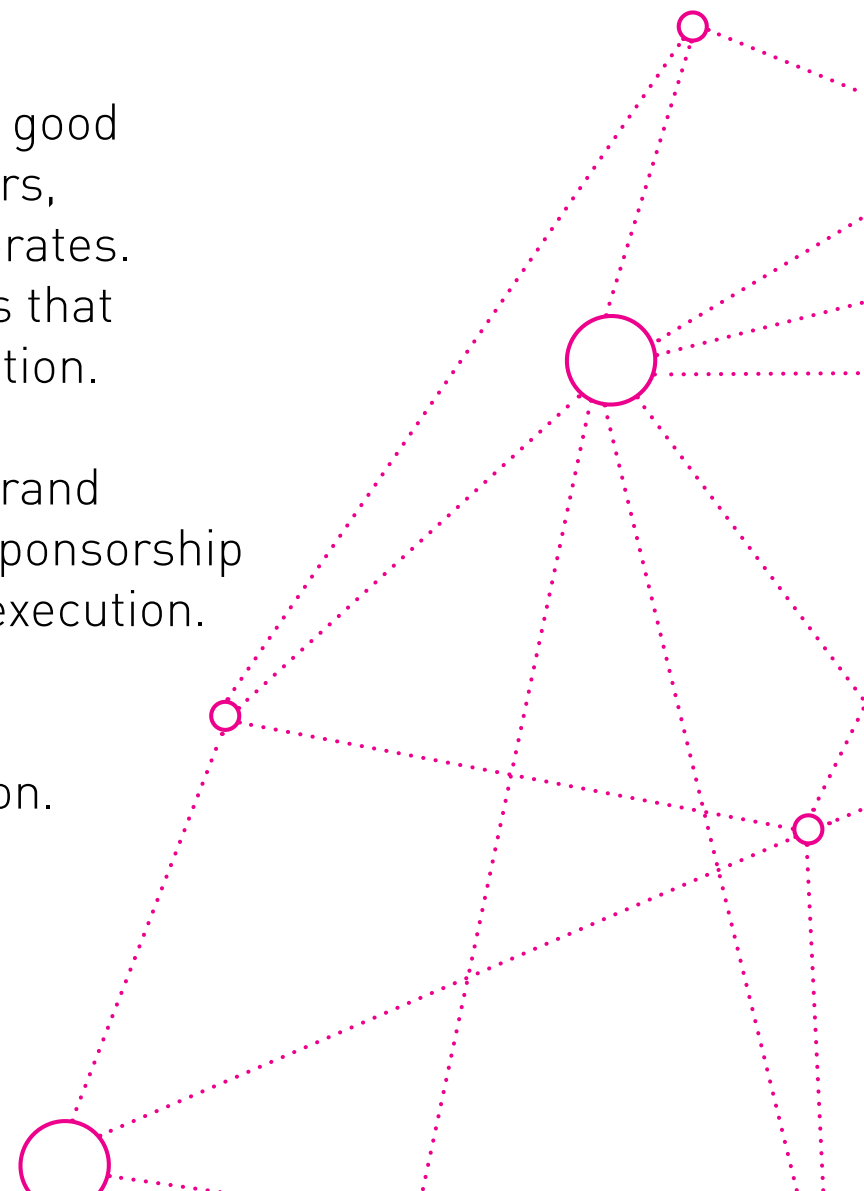
ABOUT THE AWARDS

The Corporate Engagement Awards honours three key areas – CSR programmes, corporate sponsorships and the communication strategies around those collaborations.

More than ever, companies are striving to demonstrate the good in business and how an organisation can engage its partners, support charities and work for communities in which it operates. In turn, these activities showcase successful collaborations that raise brand awareness, and more importantly, build reputation.

The categories range from best CSR programme to raise brand awareness and best alignment of brand values through a sponsorship activity to best PR and external communications and best execution.

The full category list can be found [here](#).
On the website, please click on **?** for the category definition.



KEY DATES

Special offer early entry deadline*

12 March

Early entry deadline**

21 May

Last chance to save***

18 June

Entry deadline

2 July

Late deadline****

16 July

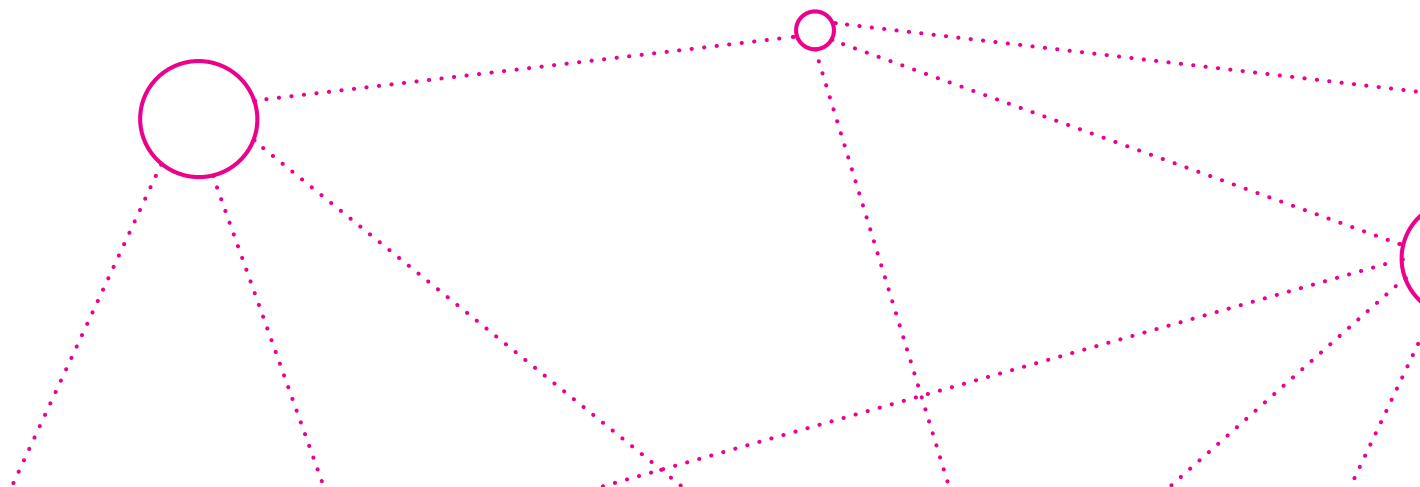
* Enter three entries by 12 March to receive a free thought leadership piece to run online on Communicate magazine.

**Enter by 21 May, to receive £100 off your total entry cost.

*** Enter by 18 June, to get your fifth entry free.

****A late entry surcharge of £125 will be applied to each entry submitted after 2 July.

Entries will not be accepted after 16 July.



ENTRY FEES



£295

For the first paid for entry from each organisation/submitting body.



£125

For each subsequent paid for entry from each organisation/submitting body.



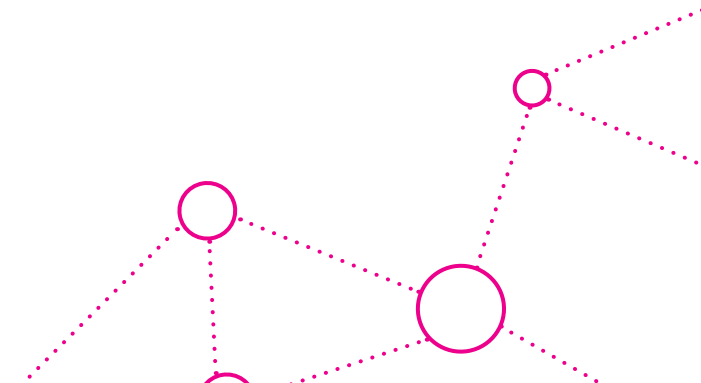
£125

For any entry from or on behalf of a charity, NGO, pressure group or otherwise NFP organisation. Please call if you think you may be eligible.

The fifth entry is free until 18 June.

Each entry submitted after 2 July will be subject to £125 late entry fee.

Rates exclude VAT.



ENTRY FORM

The following template is a guide, based on feedback from previous judging panels, to how to complete your Corporate Engagement Awards entry.

Whilst the **word counts detailed should be adhered to**, the rest of the guide is purely **a set of recommendations** on what to include in and **how to shape your entry**. As such, the final appearance of entries before their submission is entirely up to the entrant, and there is **no penalty for not following the guidelines** of this document.

Once your entry has been completed, please upload it as **a single PDF document** (no larger than 10MB) to the entry form on our website. Please include supporting materials and URLs within the PDF, rather than attempting to upload them as a separate document. If your entry is being entered into multiple categories, we strongly recommend tailoring its content accordingly.

The details on the right should be included on the cover page of your document in order to facilitate the correct logging and judging of entries. The names provided on your submissions will be used on all written references (including the shortlist, winners book and trophies) so please make sure spelling, capitalisation and punctuation are all correct.

Name: Joe Bloggs

Job title: Account manager

Email: Joe.Bloggs@CorporateEngagementAwards.com

Entering company: Communicate magazine

Companies involved in partnership: Communicate and charity

Name of project: Award winning project

Phone number: +44 20 1234 4321

Invoice address:

Communicate magazine,
123 London Street,
London,
SW4 6DH
UK

Categories Entered:

- Best environmental or sustainable programme
- Best internal communications

Details to be included on the cover page of your document

HOW TO ENTER

To enter the Corporate Engagement Awards, you will need to prepare a single PDF document including:



1

Entry summary

300 words

2

Entry statement

700 words

3

Supporting materials

Written supporting materials do not contribute towards the word count.

Please ensure your file is **no larger than 10MB**.

HOW TO ENTER

1. Entry summary

Provide a short summary of **300 words or less** that includes the following:

1. Entry synopsis – a short summary of the project or campaign
2. Category entered and why the work fits into that category
3. Industry context - what sector, industry or issues impact the project's success or the companies' positions within the market?"



HOW TO ENTER



2. Entry statement

The entry statement will form the bulk of your submission and should total **no more than 700 words**. Although it is more common for entrants to break this down into sub-paragraphs, bullet points are also accepted.

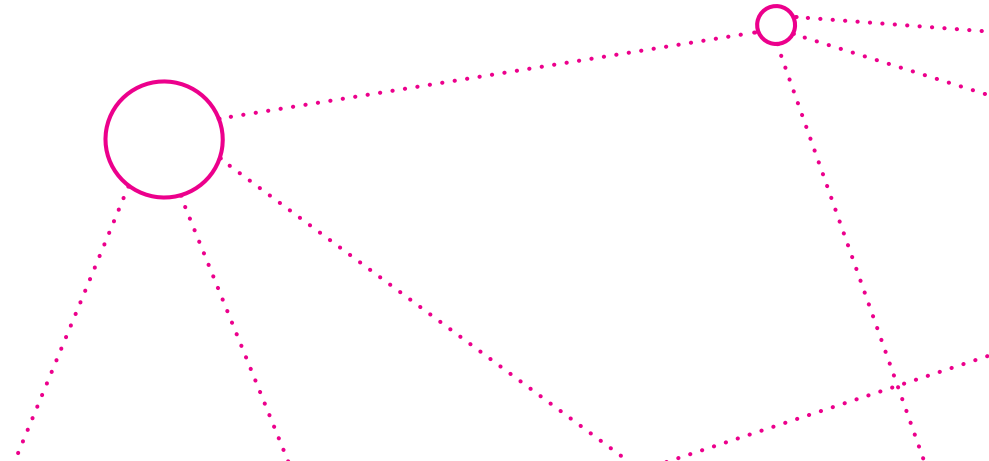
The purpose of the entry statement is to provide the judges with a clear narrative of the partnership from its inception, including why the partnership was initiated, what its initial objectives were and how these ultimately met (as well as any metrics or results that have been amassed as a result of the partnerships success).

The best entries clearly relate the results to the initial objectives and by tweaking the entry's specifics to the corresponding category.

The judges look for the following criteria when evaluating your fantastic work:

1. Establishing the partnership/sponsorship
2. Objective
3. Development
4. Implementation
5. Results

Find out how to tailor your entry on the next page!



HOW TO MAKE YOUR ENTRY SUCCESSFUL

Want to make your entry successful? Tailor your entry to meet the judge's criteria by keeping these points in mind as you write your entry

1. Establishing the partnership/ sponsorship

(only applicable for entries with partnerships or sponsorships)

- How was the relationship initiated?
- Why were the companies working together a good fit?
- What were the potential benefits of the relationship?
- How did the partnership reflect the business strategies of both/all parties?

2. Objective

- What were the objectives for both/all parties involved?
- What benefits could the companies offer each other?
- What was the expected result of the partnership?

3. Development

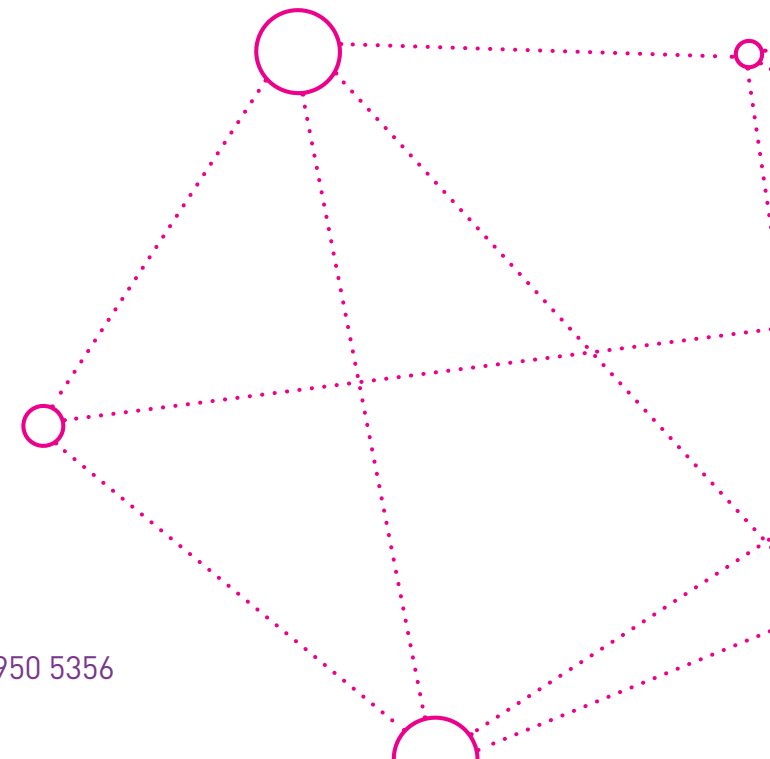
- How did you develop the relationship or project?
- Who were the target audiences? Outline the approach you took to create a strategy that met the objectives for all parties.

4. Implementation

- How did you execute the strategy for both/either the target audience and internal audiences?
- Did you encounter any unexpected problems?

5. Results

- How did the outcome of the relationship meet the expectations?
- What were the benefits to the companies involved?
- Has it prompted further projects?



HOW TO ENTER

3. Supporting materials

The inclusion of supporting materials, although voluntary, is strongly recommended. Providing evidence of your achievements reaffirms the objectives and successes of your approach both internally and externally. Materials should illustrate your work and aid the narrative of your entry statement.

Supporting materials must be included in the same file as your entry statement.

Please include any necessary log in details needed to access links and ensure that any URLs included in your entries do not have an expiry date. Please note that the organisers of the Corporate Engagement Awards cannot be held liable for changes to entrants' site architecture or changes that may take place between submission and judging.

Examples of supporting materials include:

- Images illustrating the project or campaign
- Reviews
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please include a link in your entry rather than the video file)
- Testimonials
- Client feedback (if relevant)



For more information contact Cat Price
E: cat.price@communicatemagazine.co.uk | T: +44 (0)20 3950 5356

FAQ

What is the time frame for eligible work? Can I enter work from last year?

The time frame for eligible work is ordinarily 18 months previous to the final deadline. Please refer to the eligibility and rules section on the Corporate Engagement Awards website for more details and specific dates.

Can I enter more than one category? If so, do I need to submit more than one PDF?

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

I'm not sure which category to enter. How shall I decide?

If you are struggling to categorise your project, please email Cat at cat.price@communicatemagazine.co.uk

How can I ensure that budgets disclosed on the entry will remain confidential?

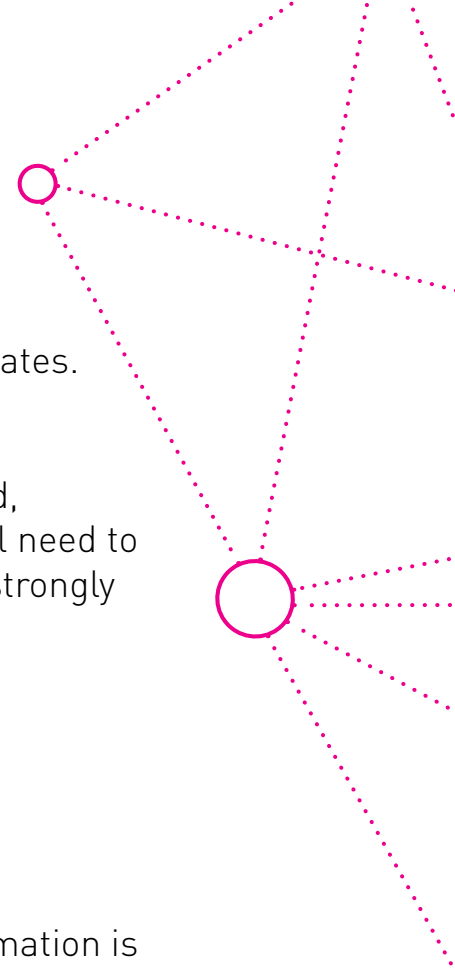
Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

Is it ok if the word count is exceeded?

The word count is set as a guide, and exceeding it slightly will not be penalised. However, considering the volume of material read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

How should I include my supporting materials?

All supporting materials should be included within the document. If you wish to include videos, please add a hyperlink to it in your PDF entry, rather than embedding the video itself. Embedded videos can often increase the size of your entry so that it is over the 10mb limit. Besides the supporting materials included within your PDF entry, no other separate materials are required.



FAQ

On the 'Enter Now' section of the website, what is the difference between the fields 'company' and 'entering company?'

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

Can previous entries be sent to potential entrants?

As per our rules section on the Corporate Engagement Awards website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

Is there a cost to enter?

Yes. Rates are available on the Fees & Payments page on the Corporate Engagement Awards website. There are also discount rates available for charities and early entry discount for those who enter before a certain date.

Why won't my entry send?

If you are receiving an error message telling you that supporting materials are required, you have exceeded the 10mb size limit. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

How do I pay for my entries?

After you submit your entry, you will be prompted to pay online. If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356, where one of our team can explain other payment options.

Can't find the answer to your question. Please contact Cat Price:

Email: cat.price@communicatemagazine.co.uk or Tel: +44 (0)20 3950 5356.



Cravenhill Publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.

COMMUNICATE LENS AWARDS

The Communicate Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.



The Corporate Content Awards is the only awards event in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Content Awards is the only awards programme for North American organisations to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.

Corporate & Financial Awards

The Corporate & Financial Awards awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



New for 2021

The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



New for 2021

The Digital Impact Awards will honour the best corporate digital communications work in Asia.



The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work in Europe.



The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



Feel free to contact Cat at cat.price@communicatemagazine.co.uk
or call +44 (0)20 3950 5356 for any more information or help with your entry