



**CEA** The Corporate  
Engagement  
Awards 2023

**ENTRY GUIDE**

Entry deadline 12 May 2023

# CONTENTS

- About the awards 3
- Why enter 4
- Key dates 5
- Fees 5
- Categories 6
- Writing your entry 7
  - Entry summary 8
  - Entry statement 8
  - Crafting a successful entry 9
  - Supporting materials 10
- FAQs 11
- Other awards programmes 13
- Contact details 14




# 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.



# WHY ENTER

## Recognise meaningful work and raise awareness of important issues

Highlight the CSR programmes, corporate partnerships, and communications strategies that tie into these collaborations, which are making a lasting and positive change.

## Bring your team's work to life and thank them for their contribution

Celebrate employees driving these innovative projects, and validating your reputation through CSR.

## Driving best practice among peers

Gain feedback from industry experts and receive a benchmark to measure your future corporate engagement strategies.

## Showcase your campaign's effectiveness to stakeholders

Winning is a perfect way to strengthen relationships with long-term and short-term partners, for future collaborations.





# KEY DATES

Early entry deadline\*

**31 March 2023**

Entry deadline

**12 May 2023**

Late entry deadline\*\*

**2 June 2023**

\* **Magazine subscribers:** Enter by 31 March 2023 to receive £150 off your total entry cost and your fifth entry for free. Subscribe to Communicate magazine to take advantage of this exclusive rate

**Non magazine subscribers:** Enter by 31 March to receive £100 off your total entry cost

\*\*A late entry charge of £125 will be applied to each entry submitted after 12 May 2023. No entries will be accepted after 2 June 2023

# FEES

**£295** for the first entry from each organisation/submitting body

**£195** for each subsequent entry from each organisation/submitting body

**£195** 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

Rates exclude VAT

# CATEGORIES

## PARTNERSHIPS

- Best arts and culture programme
- Best charity, NGO or NFP programme
- Best educational programme
- Best environmental or sustainable programme
- Best pro-bono work for a charitable, social or ethical cause
- Best sports and leisure programme
- Best combined programme

## SPONSORSHIP

- Best sponsorship activity to support or develop a corporate reputation
- Best alignment of brand values through a sponsorship activity
- Best engagement of an internal audience in a sponsorship programme
- Most effective sponsorship of a single event
- Most innovative sponsorship activity

## CORPORATE SOCIAL RESPONSIBILITY

- Best CSR activity/programme to support or develop a corporate reputation
- Best alignment of brand values during a CSR programme
- Best community involvement during a CSR programme
- Best engagement of an internal audience in a CSR programme
- Best collaboration for a single event
- Most innovative collaboration
- Best foundation

## TIME

- Most effective one-off campaign
- Most effective long-term commitment

## COMMUNICATION

- Best stakeholder communications
- Best internal communications
- Best PR and external communications
- Best evaluation

## PROCESS

- Best collaborative approach
- Best execution
- Best management of a programme
- Best team effort during a programme

## GRAND PRIX

*This award cannot be entered and the winner will be chosen by our judging panel*

# WRITING YOUR ENTRY

The following guide is based on feedback from previous judges on how to complete your 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 and **how to shape your entry**. 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.

Components of your entry

1. Entry summary (300 words)
2. Entry statement (700 words)
3. Supporting materials (Written supporting materials do not contribute towards the word count)

For more information contact Finley at [finley.chesson@communicatemagazine.co.uk](mailto:finley.chesson@communicatemagazine.co.uk) or call +44 (0)20 3950 5356

[corporateengagementawards.com](http://corporateengagementawards.com)



# WRITING YOUR ENTRY

## 1. ENTRY SUMMARY

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

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

## 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 were 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.

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

- a. Establishing the partnership or sponsorship
- b. Objectives
- c. Development
- d. Implementation
- e. Results

Find out how to meet this criteria and tailor your entry on the next page.

\*If you feel this work is a perfect candidate and strong contender for more than one category, the summary should be tailored accordingly



# CRAFTING A SUCCESSFUL ENTRY

Want to make your entry successful?

Tailor your entry to meet the judges' criteria by keeping these points in mind as you write your entry

## **Establishing the partnership or 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 or all parties?

## **Objectives**

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

## **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.

## **Implementation**

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

## **Results**

- How did the outcome meet your expectations?
- What were the benefits to the companies involved?
- Has it prompted further projects?
- What impact did your partnership/project have?
- Do you have any tangible results which you can include to demonstrate your success?

# WRITING YOUR ENTRY

## 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.

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)

Note: Please include any necessary log in details needed to access links and ensure that any URLs included 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.



**ENTER  
HERE**

# FAQS

## **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 prior 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 Finley at [finley.chesson@communicatemagazine.co.uk](mailto:finley.chesson@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 materials 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.

## **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.

# FAQS

## 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 an early entry discount for those who enter before a certain date.

## Why won't my entry send?

Please ensure that the document format is PDF. 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 Finley at [finley.chesson@communicatemagazine.co.uk](mailto:finley.chesson@communicatemagazine.co.uk) or call our office at +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.



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.



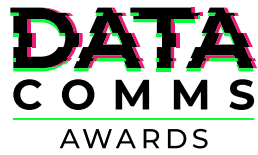
The Corporate Content Awards is the only awards programme for North American organisations to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



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



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



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



The Digital Impact Awards honours 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.



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





**ENTER  
HERE**

**CALL**

+44 (0)20 3950 5356

**EMAIL**

[finley.chesson@communicatemagazine.co.uk](mailto:finley.chesson@communicatemagazine.co.uk)

**WEBSITE**

[corporateengagementawards.com](http://corporateengagementawards.com)

**GOOD LUCK!**