

The logo features the text 'CORPORATE ENGAGEMENT AWARDS 2024' in a bold, sans-serif font. The letter 'O' in 'CORPORATE' is replaced by a solid pink hexagon. The text is centered within a white, shield-shaped area that has a pointed bottom. The background is a dark magenta color with decorative elements: a light pink abstract shape behind the text, a pink hexagonal grid pattern on the right side, and a solid pink circle at the bottom right.

**CORPORATE
ENGAGEMENT
AWARDS 2024**

ENTRY GUIDE

Entry deadline 26 April 2024

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ABOUT THE AWARDS

The Corporate Engagement Awards honours three key areas:

- CSR programmes
- Corporate sponsorships
- Communications 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 activity or programme to support or develop a corporate reputation' and 'Best alignment of brand values through a sponsorship activity' to 'Best PR and external communications' and 'Best evaluation.'



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*

15 MARCH 2024

Entry deadline

26 APRIL 2024

Late entry deadline**

10 MAY 2024

* Magazine subscribers: Enter by 15 March 2024 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 15 March 2024 to receive £100 off your total entry cost

**A late entry charge of £125 will be applied to each entry submitted after 26 April 2024. No entries will be accepted after 10 May 2024

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

CORPORATE SOCIAL RESPONSIBILITY

- Best CSR activity or 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

PROCESS

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

GRAND ACCOLADE

Grand prix

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

WRITING YOUR ENTRY

There are no boundaries on the design, branding or format of the entry. The submission can be formatted as portrait or landscape. Feel free to include the Corporate Engagement Awards branding.

The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

Judges often prefer entries that don't have too much text on one page as it makes them easier to read.

Components of your entry

1. Entry summary (300 words)
2. Entry statement (800 words)
3. Supporting materials
(This does not contribute towards the word count)

For more information contact Aaron at
aaron.alderton@communicatemagazine.co.uk
or call +44 (0)20 3950 5356



WRITING YOUR ENTRY

1. ENTRY SUMMARY

Please provide a short 300 word summary of your entry that includes:

- Entry synopsis – a short summary of the project or campaign
- Category entered and why the work fits into that category*
- Industry context – how did the project's success impact the relevant sectors or industries involved?

2. ENTRY STATEMENT

The entry statement will form the bulk of your submission and should total no more than 800 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/sponsorship from its inception, including why it 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 its success). The best entries clearly relate the results to the initial objectives.

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

- Establishing the partnership/sponsorship
- Objectives
- Development
- Implementation
- Results

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

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

CRAFTING A SUCCESSFUL ENTRY

Below in this guide you will find useful questions to consider when writing your entry statement.

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 involved?

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 was the relationship or project developed?
- Who were the target audiences?
- Outline the approach taken to create a strategy that met the objectives of all parties.

Implementation

- How was the strategy executed for 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 PDF 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 sending 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 responsible for any modifications to entrants' site architecture or other changes that affect the access of links or other supporting materials.



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 Aaron at aaron.alderton@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.

Can I only include images in the supporting materials section?

Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

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 and 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 via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 or our team can explain other payment options.

Want to enter more entries at a later date, how do I get the reduced entry cost?

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

Can't find the answer to your question?

Please contact Aaron at aaron.alderton@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.



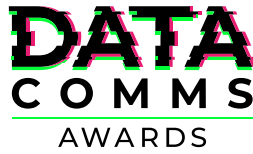
The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



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



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**

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#CEAwards

Good luck!