The 2018 Peer Awards for Excellence
Benefits of participating in the Peer Awards

Peer acknowledgement
We nominate every entry that has a chance of winning, and winning entries are those voted for by fellow practitioners including other Peer Awards finalists. So just being shortlisted is acknowledgement in itself; winning is a uniquely powerful accolade from your peers.

Recognition can be assured
With three+ nominated entries for a single Award your organisation can enjoy a special award category in its own name, guaranteeing you success at the awards ceremony whether your entries win in their individual categories or not.

Ongoing exposure
Your nominated entry is showcased online, illustrated with any images and video you provide, supporting an ongoing conversation - if you wish.

Being inspired
Uniquely, Peer Awards finalists are also judges, and they hear first-hand about the creative ideas of fellow professionals, possibly from other sectors and countries, as they confront issues similar to their own.
The **Innovative Peer Awards**

**Easy free-format entry**
Other awards set specific word-counts on their entry forms, but these can be too tight for some, over-long for others. The Peer Awards are flexible. Candidates can write as much (or as little) as they like; supplemented with pictures, video, PDF and web links. This means you can easily recycle other award entries and materials, saving effort and time.

**Flexible categories**
Because other awards set their categories in stone ahead of time, perfectly good entries may not make the cut for in-demand shortlists, but below-par entries may be accepted to beef-up under-applied categories. We do it the other way around by finalising our categories to fit all the nominated entries, which we believe to be more flexible and inclusive.

**Peer review**
Other awards are judged in secret by “panels of experts” appointed by the organisers. This means that great ideas that underpin some of the entries do not get an airing, and no-one is any the wiser when the winners are declared. Our finalists are also judges, which allows for open and democratic judging and means that inspirational ideas get shared.

**Recognition can be assured**
With our unique Company Categories, having three or more nominated entries for an award can guarantee you in advance that at least one will be celebrated at the awards ceremony – making it easier to book a table with confidence.
The **four** Peer Awards

**Corporate Responsibility**
Celebrating innovation in Responsible Business, Educating the Community, Awareness of Business, Challenging Stereotypes, Giving to the Community and Sustainability.

**Customer Engagement**

**Information Security**

**People & Performance**
Celebrating innovation in Employee Engagement, Recruitment, Talent, Teams, Leadership, Change, Learning & Development, Use of Technology, Communication and Diversity
The Peer Awards Process: an Overview

**Registration & Entries**
At registration you confirm who you are and your contact details, and say how you wish to participate, to include ordering credits that enable you to submit award entries. On completing your registration our system creates your own personal Dashboard where you draft and submit your entries, and where you may subsequently judge other entries.

**Nomination & Shortlisting**
Our intention is to nominate (shortlist) every entry that we believe has a chance of winning. Sometimes we revert back to a candidate to request edits that would enable us to nominate their entry or to better reflect the qualities of an entry. This is far more supportive than the standard approach of simply accepting or declining an entry.

**Reviewing & Judging**
Judging is online, and so is easy to fit-in when convenient. Judges can ask questions of a candidate anonymously, they are invited to give feedback on entries (we can pass these on after the awards ceremony), and they vote for the entry (other than their own) that they would like to see win. Entries can be anonymous where requested.

**Acknowledgement & Winning**
All nominated finalists may be acknowledged at our website and in our communications (subject to permissions).
The Peer Awards Process: **Registration**

**About you**
We ask for your name and contact details, about your organisation (such as sector, region, size, logo), and for your password for logging-in in the future. The system sends you an email to verify your place of work – which we do to help ensure the integrity of the awards, as you will be not only a candidate but also a judge.

**Your order**
You decide the awards you would like to submit entries for, and how many you would like to submit in each case. This is for distinctive entries - resubmissions of basically the same entry for different categories can come later.

**Invoice**
Your invoice is displayed for you to confirm. It is important to complete this step for your Dashboard to be created. Your invoice is then emailed to you for you to settle by card online or by bank transfer, which must be done before your entry can be confirmed on a shortlist.
The Peer Awards Process: Drafting Entries

Rather than having to fill-in one long form, we have split the entry form into three tabs for ease-of-use.

**Entry Heading**
For your (≤10 word) entry title and (≤25 word) strapline, a large image to display across the top (can be added later), the award category this entry is for and the organisation whose entry this is (if different from registered one).

**About Entry**
For the initiative’s start and end dates – it needs to have been implemented, improved or completed within 2015-18; it can have ended in this time period, or still be ongoing; its cost and geographical reach, and if it is to be anonymous.

**Entry Description**
What was done and why, how it was successful and what fellow professionals could learn for your experience, using text, pictures, video and PDF. We recommend a short overview to engage interest supplemented with in-depth materials for judges that want more, and addressing each of the judging criteria. You can fine-tune this later.

**Edit Draft**
Click this pencil icon to keep updating draft until it is ready to be submitted.
The Peer Awards Process: **Submitting Entries**

**Complete the Entry**

So long as the thumbs-up icon is in black & white we could still be awaiting a picture that will display across the top of an entry; information on the scope, cost and start/end dates of an entry; and/or the entry’s main description.

**Ready to Submit**

If the thumbs-up is in colour this means we are ready for this entry to be submitted. As long as the standard closing date for entries has not passed it will be possible to also select a free-of-charge bonus option from one of these:

- **Proposal**: Insurance so that if we decline this entry you could submit something else with the same credit.
- **Feedback**: Receive an opinion from Boost Marketing on your entry before a decision on nominating.
- **Express**: Get a decision on nomination within a week of submitting, rather than later.
- **Extended**: Have the longest possible time to fine-tune a nominated entry; improving text and visuals.
- **Ceremony**: A free place for an organisation at the Peer Awards Ceremony in June.
- **Media**: 25 words about the entry if nominated, at the Peer Awards section in the Daily Telegraph online.
The Peer Awards: **Special Features**

**Anonymity**
Where an organisation does not wish to have their brand name associated with an entry, they can choose to be anonymous during judging, in the shortlist, at the ceremony and/or subsequently.

**Flexible categories**
Each nominated entry is assigned by us to its most suitable shortlist, which can be for an award category that is other than the one that was selected when entering, and that could indeed be for a new previously undeclared category.

**Agencies & Suppliers**
Third-parties may have their brand associated with client-focused entries that they submit on behalf of customers that have given them permission to participate in the Peer Awards. The entries just must not be self-promotional.

**Recognition can be assured**
An organisation that has three or more nominated entries for one award can be recognised at the awards ceremony with their own bespoke category featuring just their submissions, which in turn guarantees a win for the brand.

**Sponsorships**
A company that wishes to sponsor a Peer Award category as a powerful way of associating their brand values with an award for excellence may submit an entry “out-of-competition”, which could also be showcased.