

Business Opportunities  
Media Exposure  
Marketing Advantage



# Business Excellence Awards

SOUTH HERTFORDSHIRE • NORTH LONDON • NORTH WEST LONDON



2008

# APPLICATION PACK



Applications are now being taken for the

## 2008 Business Excellence Awards

Rewarding the region's finest companies and entrepreneurs with business opportunities, media exposure and a clear marketing advantage.

Free to enter, these prestigious annual awards are open to organisations of all sizes and individuals – regardless of industry or sector. If you are based within South Hertfordshire, North London or North West London, you are eligible to showcase your talent and success to our panel of Judges.

There are eight award categories, of which two can be entered per organisation or individual. You can apply on behalf of yourself or nominate another.

Finalists will be shortlisted for each category and invited to attend the distinguished awards dinner on 6 June to witness the results. Furthermore, organisation finalists will automatically be entered into the coveted award: "2008 Business of the Year".

“*The awards celebrate the companies and the individuals who have excelled in their chosen fields and whose presence in the region inspires and enriches the communities around them.*”

**Declan Curry**

*Compère of the 2007 Awards*

“Our 2007 award proved that we are one of the regions finest businesses. And we're proud to tell people that.”

**Nigel Tottman**

*Managing Director, Nigel Fredericks Limited*

A Business Excellence Award is an opportunity to be recognised for the hard work of you and your colleagues. Past finalists and winners have all benefited from:

- ▶ Increased business opportunities.
- ▶ Extensive media exposure for their company and its products/services.
- ▶ A free and independent assessment by a panel of business experts.
- ▶ Rewarded employees that are motivated towards even greater success.
- ▶ The chance to benchmark their business against peers and competitors.

### **2008 Award Categories**

Growing Business

SME of the Year

Entrepreneur

Success Through People

Graduate of the Year

Business of the Year

Innovation

International Trade and Export

### **Applications**

To apply, fax the application form in this brochure or register online at [www.bea2008.co.uk](http://www.bea2008.co.uk) by 31 March 2008.

If you have any questions or need advice when completing the application, please contact Margaret Anderson on **020 7759 9393** or at [margaret.anderson@bea2008.co.uk](mailto:margaret.anderson@bea2008.co.uk)



## Application Form

Please print this form, complete and fax it to Margaret Anderson  
on **020 8861 3759** or apply online at **www.bea2008.co.uk**

Name of Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Tick as appropriate (*two categories only*):

Growing Business

Graduate of the Year

SME of the Year

Innovation

Entrepreneur

International Trade and Export

Success through People

**If you are nominating a business or individual, please complete the following**

Nominated by: \_\_\_\_\_

### **Nomination**

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Award Category: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Relationship to Nominee: \_\_\_\_\_

Please tick if you wish your nomination to remain confidential

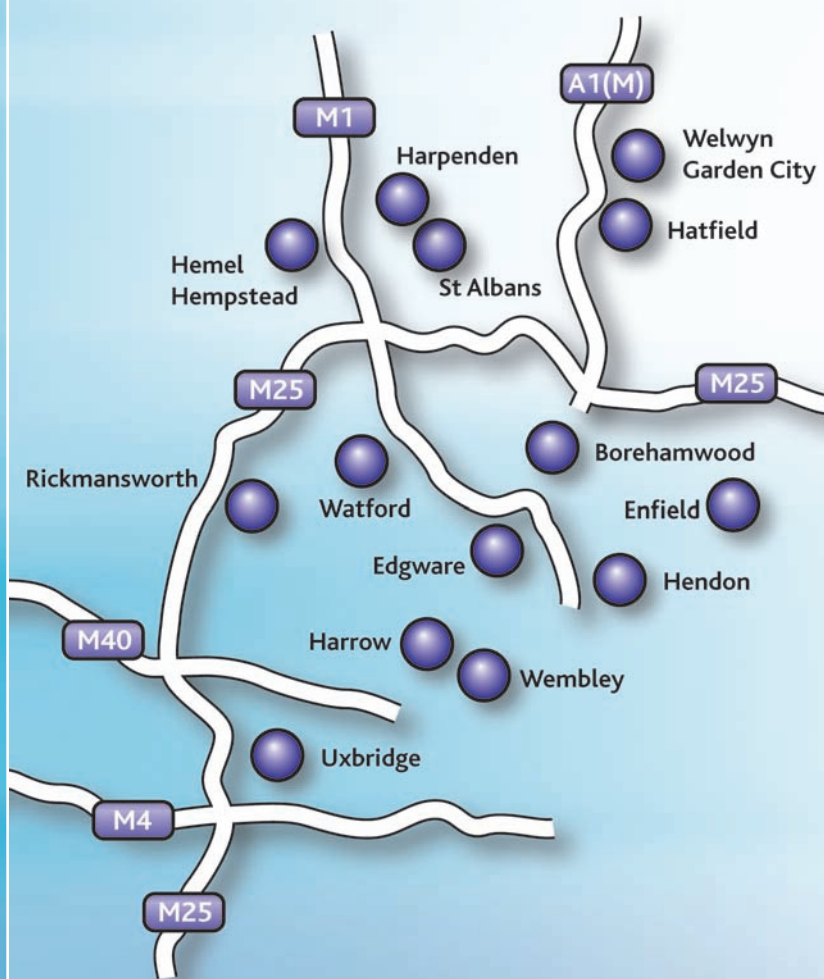
The 2008 Business Excellence Awards is an event facilitated by the Sponsors.

By submitting this form, you agree that we may use the information provided – together with any other information we obtain or process from or about you – for any purpose whatsoever in connection with the awards, including publicity. We will not disclose, other than to the Judges and Sponsors, any factual information that you provide if it is clearly marked "confidential".

We and the Sponsors may use your information for our and their internal marketing purposes and to send you details of products and services that we or they think may interest you. By including your email address above, you agree that we may use it for those purposes. If at any time you would like to stop receiving material from us or the Sponsors, please write to: Margaret Anderson c/o Alliotts Chartered Accountants and Business Advisors Congress House, 14 Lyon Road, Harrow HA1 2EN or by email at [margaret.anderson@bea2008.co.uk](mailto:margaret.anderson@bea2008.co.uk)

Awards dinner 6 June 2008.

[ Awards Region ]



*“We've been delighted with the amount of press interest we've had as a result of our success at the business awards.”*

**Dr David Bloom**  
Partner, Senova Dental Studio

## 2008 BUSINESS EXCELLENCE AWARD CATEGORIES

Sponsored by:



BDO Stoy Hayward



CHARTERED ACCOUNTANTS  
BUSINESS ADVISORS



Coutts

Lombard



UH



The Royal Bank of Scotland



Presented by:



Inspiring Enterprise



WATFORD & WEST HERTS  
CHAMBER OF COMMERCE



### Growing Business

Commercial success can be measured in many ways, but the heart of an expanding business is its ability to effectively manage the particular challenges of growth. What were yours and how did you overcome them to achieve financial, organisational and market expansion?

### SME of the Year

The unique challenges of running an SME mean that many fail within the first few years of operation. How did you approach the hurdles and remain resilient enough to create opportunities, build market position and enhance profitability?

### Entrepreneur

Entrepreneurs demonstrate a range of qualities that set them aside from others, backed by a developing knowledge base and skill-set. How did you apply your entrepreneurialism to create product or service success and what was the outcome?

### Success Through People

Employee participation at all levels is the driving force of any great organisation, regardless of its size. So if your greatest business asset is people, how did you create commercial success through the endeavours of your staff?

### Graduate of the Year

With the challenging transition from university to workplace, we wish to reward a recent graduate who has excelled quickly in their first professional role. Whilst adapting to your new environment, how did you demonstrate a flair for commerce and apply initiative that has already delivered value to your employer.

### Business of the Year

All finalists will automatically be entered for the Business of the Year award. The winner will walk away with the most coveted title of the evening.

### Innovation

Competitive environments force innovation to the top of the business agenda. Applied to products, services or internal processes, innovation can be the key to overcoming issues, achieving differentiation or unlocking opportunities. How did you apply innovation and why?

### International Trade and Export

International trade and export can be a minefield to get right. Businesses need to apply carefully considered plans, respond quickly to change and meticulously manage credit. How did you expand your business interests internationally and how do you manage them on a daily basis?

In association with



Designed by



SPS Advertising  
Group Ltd

Written by

simonhopes

For further information please visit  
[www.bea2008.co.uk](http://www.bea2008.co.uk)

