

RBA

RECRUITMENT
BUSINESS
AWARDS



Recruitment Business Awards 2009 Call for Entries

Brought to you by The Drum, the Recruitment Business Awards in association with The Daily Telegraph have been here to support and reward you for seven years and even during the tough times we are continuing to do so.

Today we all face tough times in business, which is why events like the RBAs are more important than ever. It's a chance for you to shine and prove your worth to clients; prospective clients and bolster morale amongst your own staff.

To offer a helping hand we have ensured that this event is affordable - the entry and ticket price will be cheaper, so you have no excuses not to enter!

These awards represent you and your industry so get behind them and continue to make your brand famous.

Check out the categories and see what you will enter and help make the 2009 Recruitment Business Awards a great success.

In association with

The Daily Telegraph

Organised by:



Enter now at www.recruitmentbusinessawards.com
Deadline for entries: **5pm Wednesday 29th July**

Recruitment Business Awards 2009

Call for Entries



Who should enter?

The Recruitment Business Awards are open to all recruitment businesses or recruitment advertising agencies as long as they are based in the UK outside the M25 or if they are within the M25 they must have done work for a client based outside the M25.

Why Enter?

- Demonstrate your talent and skills to your company, clients and peers
- Stand out from the competition
- Gain fantastic PR opportunities
- Boost morale throughout your company and reward your hardworking team
- Highlight the importance of the Recruitment Industry
- Reassure clients that you are the best company for the job

Entry Fees

The entry fee for your first entry is £65 + VAT and all subsequent entries are £45 + VAT

Corporate and Elite Members of the Marketing Industry Network are entitled to a 10% discount on the entry fees. For more information visit www.marketingindustrynetwork.com

Deadline for entering

5pm Wednesday 29th July

How to Enter

It's easy to enter the Recruitment Business Awards

- All entries must be made online.
- Log on to www.recruitmentbusinessawards.com
- Register and set up an account
- Browse the categories to decide which ones suit you best.
- Go to the 'Enter Now' page
- Follow the onscreen instructions to upload your entry and make your payment.
- If you wish to pay by cheque leave your entries in your basket and post the cheque to Kim Baran, 4th Floor Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.
- If you wish to provide samples of your entries please send these to Lisa Fraser at the address above.

For more information please contact **Kim Baran** on **0141 559 6078** or kim.baran@carnyx.com

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Categories

OVERALL AWARDS

These cannot be entered into directly but will be selected from all winners.

Recruitment Company of the Year

This award will go to the entry from the business awards section that has impressed the judges the most.

Creative Grand Prix

This award will go to the best piece of creative advertising identified in the creative awards section.

BUSINESS AWARDS

These awards will identify best business practice in the recruitment industry. Information disclosed is strictly confidential and will be disclosed to the judges solely for the purposes of judging.

1. Commercial Recruitment Agency/Consultancy (Below 45k)

A broad category designed to reward general or multi sector recruitment companies specialising in the under £45k salary bracket as well as recruitment companies that do not fit into any of the other sector categories. Entrants are requested to specify the markets they serve within their entry.

2. Temp Agency

An agency specialising in supplying temporary positions

3. IT Recruitment Agency

4. Accountancy / Financial Recruitment Agency

5. Legal Recruitment Agency

6. Sales and Marketing Recruitment Agency

7. Building and Construction Recruitment Agency

Including architects and all other professions associated with the building and construction trade.

8. Executive Search and Selection Firm (Above £45k)

Your consultancy must specialise in the over £45k salary bracket and 75% of generated income must be from retained business.

Business Categories Report

For the business categories, please submit a report covering the following;

Please provide a report on one client that will highlight the way you have demonstrated excellence in recruitment. Your case study should incorporate the following and be no longer than 2500 words

Entries that do not adhere to the word limit will not be considered.

- **Executive Summary** - 500 words
- **Company overview**
 - › The services you provide
 - › Staffing structure and training
 - › Anything new or innovative you have done in the past year.
- **Case study on one client how you fulfilled their brief**
 - › Client objectives
 - › Your strategy
 - › Challenges faced
 - › Your solution
 - › What was successful/innovative about your solution
 - › The results
- **Please provide 2 client testimonials to your success.**

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Categories Continued

CREATIVE AWARDS

These awards give agencies/consultancies the opportunity to demonstrate their creative achievements in recruitment advertising.

All creative work must have been published, displayed, broadcast, mailed or launched during the period 01.06.08 – 15.06.09

Previously entered work will not be eligible.

PRESS

9. Professional Sector Recruitment Advert

i.e. Professions that require a professional qualification. e.g. accountancy

10. Sales & Marketing Sector Recruitment Advert

11. Construction/Technical/Engineering/IT Sector Recruitment Advert

12. Public Sector/Government/Charity Sector Recruitment Advert

13. Retail/Leisure Sector Recruitment Advert

14. Recruitment Trade Press Advert

NON PRESS

15. Broadcast

This category includes TV and Radio adverts. TV – Quicktime movie file. Radio – MP3 and typed script

16 Outdoor (Including transport advertising)

Image must be of work in situ.

17 Ambient/Special Build

Image must be of work in situ.

18 Internal Communications

Upload images and Samples can be provided and sent to Lisa Fraser, 4th Floor Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.

19 Recruitment Literature (covers printed and digital literature) Upload images and samples can be provided and sent to Lisa Fraser, 4th Floor Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.

ONLINE

20. Website

Any website that has a jobs section

21. Digital Marketing Campaign

22. Online Recruitment Platform

Any site that sells recruitment job space.

CRAFT

23. Copywriting

24. Art Direction

25. Illustration/Photography

GENERAL

26. Best Item Of Self Promotion

This award recognises creative work that promotes the agency/consultancy as a business. Work must have been designed for the submitting company by the submitting company.

27. Creative campaign

A campaign is made up of 3 or more executions except a television campaign which is made up of 2 executions.

28. Integrated Campaign

3 pieces of work to include press, digital media and one other.

29. Innovation Award

This award will go to work that has shown innovation in recruitment advertising. Please submit artwork and a case study explaining the brief set, challenges faced and show how your solution delivered a positive result.

30. Educational Recruitment

Advertising for Schools, Colleges, Universities etc

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General Rules

1. Only entries supplied in the correct format will be considered.
2. All entries must be made online at www.recruitmentbusinessawards.com
3. Only entries received with the correct payment will be considered by the judges.
4. The judges' decisions are final.
5. No correspondence will be entered into regarding the results.
6. The judges reserve the right to reallocate entries which, in their view, are incorrectly entered.
7. The organisers reserve the right to retain entries for subsequent publication/exhibition in connection with the awards.
8. Entries cannot be returned.
9. Whilst every care will be taken in the storage of entries, the organisers will not accept responsibility for loss or damage of entries.
10. If any entry is found to be contravening the rules either during the awards judging or after the presentation, the submitting company will be disqualified. In this instance any awards given must be returned. Entry fees will be non-refundable.
11. Entries must be received by 5pm Wednesday 29th July
12. Each entry costs £65 + VAT for your first entry and £45 for all thereafter. If entering more than one entry it must be treated as a separate entry.

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