

RBA

RECRUITMENT
BUSINESS
AWARDS



Recruitment Business Awards 2010 Call for Entries

Brought to you by The Drum, the Recruitment Business Awards in association with The Daily Telegraph have been supporting and rewarding the industry for the last seven years and in it's eighth year is continuing to do so.

We have faced tough times over the last few years and that is why the RBAs are more important than ever. It's a chance for you to shine and prove your worth to clients; prospective clients and also strengthen morale amongst your own staff.

These awards represent you and your industry so get behind them and continue to make your brand stand out from the crowd.

Have a look at the categories and see what you will enter and help make your 2010 Recruitment Business Awards a great success.

In association with:

The Daily Telegraph

Supported by:

Mi MARKETING
INDUSTRY
NETWORK

RAR+
RECOMMENDED AGENCY REGISTER

Organised by:

THE DRUM

Enter now at www.recruitmentbusinessawards.com
Deadline for entries: **5pm Friday 23rd July**

Recruitment Business Awards 2010

Call for Entries



Who should enter?

The Recruitment Business Awards are open to all recruitment businesses or advertising agencies producing recruitment advertising as long as they are based in the UK outside the M25 **or** if they are based 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 £118 + VAT and all subsequent entries are £56 + VAT each.

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

Deadline for entering

5pm Friday 23rd 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 Here' 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. Digital/IT Recruitment Agency

4. Accountancy / Financial Recruitment Agency

5. Legal Recruitment Agency

6. Sales/Marketing Communication Recruitment Agency

7. Building and Construction Recruitment Agency

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

8. Professional Sector Recruitment Agency

e.g. Teaching, Medical etc.

9. 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.

10. Best Candidate Experience

Rewards companies who look after quality candidates throughout their internal recruitment process from interview, to assessment and selection to filtering, induction and beyond. This isn't a creative award, entries will be judged on hard facts and stats - such as reduced fall out rates, higher quality candidates and speed to hire.

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 1500 words (not including executive summary).

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 demonstrate 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 15.06.09 – 23.07.10. Previously entered work will not be eligible.

All entries must include a 300 word brief and image(s) of your work.

PRESS

11. Professional Sector Recruitment Advert

i.e. Professions that require a professional qualification. e.g. accountancy, finance, legal, architecture

12. Sales/Marketing Sector Recruitment Advert

13. Construction/Technical/Engineering/It Sector Recruitment Advert

14. Public Sector/Government/Charity Sector Recruitment Advert

15. Retail/Leisure Sector Recruitment Advert

16. Recruitment Trade Press Advert (non-sector specific)

NON PRESS

17. Broadcast

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

18. Outdoor (Including transport advertising)

Image must be of work in situ.

19. Ambient/Special Build

Image must be of work in situ.

20. Internal Recruitment Communications

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

21. Recruitment Literature (covers printed and digital literature) Upload images and samples can be provided and sent to Lisa Fraser at the address above.

ONLINE

22. Website

Any website that is dedicated to recruitment.

23. Digital Marketing Campaign

24. Online Recruitment Platform

Any site that has a job section.

25. Use of Social Media

For solutions that use social media such as twitter, facebook and Linked-In in an innovative and engaging way. Entries will be judged on the creativity of the strategy and execution, and how effectively the solution promotes the employer brand and career opportunities.

CRAFT

26. Copywriting

27. Art Direction

28. Illustration/Photography

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GENERAL

29. 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.

30. Best Campaign

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

31. Innovation Award

This award will go to work that has shown innovation in recruitment advertising.

32. Student Recruitment

Recruitment drives/advertising for Schools, Colleges, Universities etc

33. Employer Brand

Rewards organisations who embody their employer proposition across all materials inside and out. Entries should include well-researched solutions that encompass everything from websites and adverts to internal communications to demonstrate a balance of well-thought out creative thinking and impressive results and measurement.

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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 Friday 23rd July
12. Each entry costs £118 + VAT for your first entry and £56 for each thereafter. If entering more than one entry it must be treated as a separate entry and payment made for each.

SUBMISSION FORMATS FOR CREATIVE ENTRIES

All entries must include a 300 word brief (covering client brief, objectives and results) and an image(s) of your work.

These should be entered and uploaded online at www.recruitmentbusinessawards.com

Brief

- PDF/Word (doc/.docx) max size 10mb

Images

- Please upload a leading image in the box provided (Jpeg max size 10mb). Please note this image will go live in the event of your work being nominated.
- You may also upload up to 2 additional images in the boxes provided to support your entry (Jpeg max size 10mb).

Supporting Material

- If you wish to provide any supporting material please send this to Lisa Fraser, Recruitment Business Awards, 4th Floor, Mercat Building, 26 Gallowgate, Glasgow, G1 5AB

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