

# RECRUITMENT BUSINESS AWARDS 2014

Brought to you by The Drum, the Recruitment Business Awards have been supporting and rewarding the industry for the last 11 years.

Rewarding both the advertising and consultancy sides of recruitment, you are eligible to enter as long as you OR your clients are BASED outside of the M25.

Have a look at the categories and decide what you will enter in 2014

Sponsored by:

**totalJobs.com**

**Ri5.co.uk**  
NEWS | COMMENT | DATA | JOBS  
EMPLOYMENT MARKETING & COMMUNICATIONS

**THE DRUM**  
NETWORK

**RAR+**  
RECOMMENDED AGENCY REGISTER

Organised by:

**THE DRUM**

Enter now at [www.recruitmentbusinessawards.com](http://www.recruitmentbusinessawards.com)  
Deadline for entries: **Wednesday 25th June 2014**

# RECRUITMENT BUSINESS AWARDS 2014

## 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 who's headquarters are 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 £155 + VAT and all subsequent entries are £85 + VAT each.

Corporate and Elite Members of the Drum network are entitled to a 10% discount on entry fees. For more information visit [www.thedrum.com/network](http://www.thedrum.com/network)

### DEADLINE FOR ENTERING

5pm Wednesday 25th June

### HOW TO ENTER

It's easy to enter the Recruitment Business Awards

- All entries must be made online.
- Log on to [www.recruitmentbusinessawards.com](http://www.recruitmentbusinessawards.com)
- 'Register' and set up an account or 'sign in' to an existing account
- Follow the onscreen instructions to upload your entry and make your payment. For business entries you will need to upload a report. For creative entries you will need to upload a summary and images of the work.
- If you wish to pay by cheque leave your entries in your basket and post the cheque to Caity Ryan, 4th Floor Mercat Building, 26 Gallowgate, Glasgow, G1 5AB.
- If you wish to provide samples of your entries please send these to Caity Ryan at the address above.

For more information please contact **Caity Ryan** on **0141 559 6063** or [caity.ryan@thedrum.com](mailto:caity.ryan@thedrum.com)

Deadline for entries: **wednesday 25th June at 5pm**  
Enter at: [www.recruitmentbusinessawards.com](http://www.recruitmentbusinessawards.com)

# RECRUITMENT BUSINESS AWARDS 2014

## CALL FOR ENTRIES



### CATEGORIES

---

#### OVERALL AWARDS

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

##### **Recruitment Company of the Year**

##### **Recruitment Advertising Agency of the Year**

##### **Creative Grand Prix**

##### **Business Grand Prix**

##### **Chairman's Award (Business and Creative)**

#### 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.

##### **Best Small Recruitment Agency**

Agencies with 50 employees or less

##### **Best Large Recruitment Agency**

Agencies with 50 employees or more

##### **Best Niche/Specialist Agency**

Agencies who specialise in a specific industry sector

##### **Executive Search and Selection Firm**

Must specialise in the over £45K salary Bracket

##### **Best Candidate Experience**

Rewards agencies for excellent candidate management

##### **Best In-house Recruitment team**

Recruiters who operate in-house

##### **Consultant of the Year**

##### **Team of the Year**

#### BUSINESS CATEGORIES REPORT

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

Please provide a report that will highlight the way you have demonstrated excellence in recruitment.

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

- **Executive Summary** – 500 words
- **Company overview** – 1500 words
  - › The services you provide
  - › Staffing structure and training
  - › Anything new or innovative you have done in the past year.
- **2 case studies on how you fulfilled a client's brief**
  - › Client objectives
  - › Your strategy
  - › Challenges faced
  - › Your solution
  - › What was successful/innovative about your solution
  - › The results
- **Please provide at least 2 client testimonials to demonstrate your success - additional to word count.**

For more information please contact **Caity Ryan** on **0141 559 6063** or **caity.ryan@thedrum.com**

Deadline for entries: **wednesday 25th June at 5pm**  
Enter at: **www.recruitmentbusinessawards.com**

# RECRUITMENT BUSINESS AWARDS 2014

## CALL FOR ENTRIES



### CATEGORIES (CONT.)

#### 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 26.06.13 - 25.06.14. Previously entered work will not be eligible.

All entries must include a 500 word summary and hi-res image(s) of your work.

500 word summary (PDF)

- Background
- Brief
- Idea
- Media used
- Effectiveness

#### SUBMISSION FORMATS FOR CREATIVE ENTRIES

All entries must include a 500 word summary and an image(s) of your work.

These should be entered and uploaded online at [www.recruitmentbusinessawards.com](http://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:

Caity Ryan, Recruitment Business Awards,  
4th Floor, Mercat Building,  
26 Gallowgate, Glasgow, G1 5AB

#### ADVERTISING

**Press Advert – Commercial**

**Press Advert – Public Sector**

**Broadcast**

**Outdoor**

**Ambient/Special Build**

**Best Campaign\***

**Graduate Advert or Campaign\***

Employers seeking university/college graduates

**Student Advert or Campaign\***

Educational institutions seeking applicants

*\*at least two different medias must be used*

#### CRAFT

**Copywriting**

**Art Direction**

**Illustration/Photography**

**Use of Video/Animation**

#### DIGITAL

**Recruitment Website**

**Use of Social Media**

**Online Recruitment Advert or Campaign**

**Digital Solution**

Any digital interaction with a candidate that isn't a website

#### BRAND

**Employer Brand**

Organisations who embody their employer proposition across all materials inside and out

**Internal Recruitment Communications**

Induction material, CSR, ERP schemes, Learning and Development, Performance management

**Recruitment Literature**

**Best Item of Self Promotion**

For more information please contact **Caity Ryan** on **0141 559 6063** or **caity.ryan@thedrum.com**

Deadline for entries: **wednesday 25th June at 5pm**  
Enter at: **www.recruitmentbusinessawards.com**

# RECRUITMENT BUSINESS AWARDS 2014

## CALL FOR ENTRIES



### GENERAL RULES

---

1. Only entries supplied in the correct format will be considered.
2. All entries must be made online at **[www.recruitmentbusinessawards.com](http://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 25th June
12. Each entry costs £155 + VAT for your first entry and £85 for each thereafter. If entering more than one entry it must be treated as a separate entry and payment made for each.

For more information please contact **Caity Ryan**  
on **0141 559 6063** or **[caity.ryan@thedrum.com](mailto:caity.ryan@thedrum.com)**

Deadline for entries: **wednesday 25th June at 5pm**  
Enter at: **[www.recruitmentbusinessawards.com](http://www.recruitmentbusinessawards.com)**