



Hello and Welcome



Welcome to the September edition of Comm@ our bi-monthly offering designed to help you improve your marketing communications.

With the autumn fast approaching, Footprint communications is here with handy hints and tips to prolong that summer feel good factor and help you and your business get the recognition you deserve this upcoming award season.

This edition we are focusing on how best to harness awards to improve your business reach.

Footprint Communications and several of its clients have just this month been shortlisted for a total of 7 gongs, including Outstanding Small Consultancy for the third year in a row.

Avery

BOSS Awards:
Environment Award
Manufacturing Marketing
Excellence

Avington

Tourism ExSelling Awards:
Self-Catering Holiday of the
Year

BCL

Builder & Engineer Awards:
Sub-Contractor of the Year

Footprint Communications

CIPR PRide Awards:
Outstanding Small Consultancy
Corporate and Business
Communications
Integrated Communications

On Your Toes



Don't tell me the sky's
the limit; there are
footprints on the moon!

Comm@

Guest Speaker ...

For this edition we've turned to our very own awards expert Vanessa Gardner. Vanessa has had experience of not only entering and winning awards, but also of mentoring clients through the application process and having previously set up an internal awards scheme herself, she is passionate about the benefits they can bring. Here she shares how using awards within your overall marketing strategy can be easier than you would think.



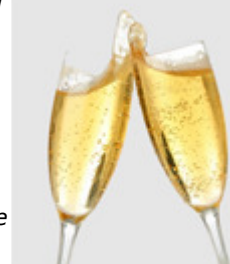
Award entries can be a simple yet effective way to boost your PR efforts without breaking the bank. However, you have to be in it to win it! You may think your organisation is not large or special enough to receive recognition. This is a common misconception.

Awards are not just given to those companies who are the most financially successful. Categories range from training and people management to green credentials and sustainability. The key thing is to determine where your strengths lie and enter the right awards for you.

There are a whole host of awards out there; ranging from the prestigious nationals, to local and specialised trade sectors. Have a look now for relevant opportunities, try search engines, trade publications, local press - even competitor websites!

The Achilles Heel ... Where's Your Soft Spot?

Beginning to piece together your all important bid can seem daunting, especially if you have not entered an award before. While the deadline looms, you may be tempted to push the application to the back of your mind. But fear not! With a clear head and our tips, it is sure to be a breeze.



Here are some questions to ask yourself to ensure your entry is the best it can be.

Preparation


What is the right category for my business? Play to strengths and select carefully.

Do I understand the judging criteria? Make sure you can meet the requirements.

Have I done my research? Looking at previous winning entries will give you a good feel for what the judges are looking for.

Back Up Materials

Have I attached relevant supporting materials? Photos, press cuttings,

PRESENTATION IS KEY 
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 Put yourself in the judges position: is your application a pleasure to read?

Forward Step

If you still require that extra push, here are some upcoming awards you may be eligible for:

The Growing Business Awards

Marriott Hotel, London
 Closing date: Friday 18 September

Inspire Business Awards

The Anvil, Basingstoke
 Closing date: Friday 6 October 2009

Institute of Directors Awards

Landmark Hotel, London
 Closing date: Friday 20 November 2009

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videos all help to bring an entry to life but do not include too many as judges will have numerous applications to look at.

The Devil is in the Details

Have I stuck to the guidelines for entry? Not exactly meeting the specifications can result in instant disqualification. Make it easier for the judges.

Timeliness

Do I know when the deadline is? Make sure you send your application in by the submission date and watch out for late entry fees. Awards which cost money may charge you more for entering at this stage.

Availability

Do you have someone available to attend the awards ceremony? This could be a real missed PR opportunity if you do not.

Still sound daunting? Call us on 01962 738718 or find out more here

BackStep ... The Footprint Blog

Tuxes at the ready!

Thoughts from Sadie Edwards

There are a huge number of business awards in the UK but many people see them as a distraction from everyday business or as just an excuse to dress up and let your hair down. However, this simply is not the case. Aside from the fact that some awards come with cash prizes, all offer a great PR opportunity to any business – large or small.



But why should you make the effort to go for gold? Sadie steps up onto the podium in the Footprint Blog to explore how you can benefit. Read it [here](#).

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