



THE EDUCATION RESOURCES AWARDS 2018

THE NATIONAL CONFERENCE CENTRE 16TH MARCH 2018

2017-2018 ENTRY FORM

INTRODUCTION

Now is your chance – whether you're a supplier, a teacher, or anyone involved in education – to show the effectiveness of what you do and receive your industry's highest accolade.

We are delighted that you are considering entering the awards and hope this information pack answers any questions or queries you may have. Each year we receive a high level of quality entries and the judges carefully select the runners up and winners, so even being named as an Education Resources Awards finalist is no mean feat.

This entry form has been designed to provide you with the clearest possible explanation of the entry process. Please take a few moments to read the whole form.

All the information in this pack, plus details of last year's winners can be found on:

www.educationresourcesawards.co.uk
and www.besa.org.uk



FAQS

Q. What are they?

A. The Education Resources Awards highlight the quality and diversity of educational products and resources, excellent educational establishments and the most dedicated members of the teaching profession and supplies industry, all working together to encourage the very best in education.

Now in their 20th successful year, these awards focus on the resources, services and people that really make a practical impact on learning and the day-to-day work of the teachers in the classroom.

Q. Who organises and sponsors them?

A. The awards are organised by Brilliant Marketing Solutions and The British Educational Suppliers Association (BESA).

We are pleased to acknowledge the support of the National Association of Head Teachers (NAHT), nasen, The SSAT and the sponsorship of Helix Maped, The Rochester Bridge Trust and YPO. Our media partner is Education Today.

Q. How do I enter?

A. The only way to win is to enter – and the only way to enter is by submitting the very best and proving it. The process is very straightforward. A separate form should be completed for each category entered you can apply online. The same resource may be submitted into more than one category.

Complete the nomination form in this brochure, all forms must be completed in their entirety (photocopies are acceptable). Evidence to support an entry should be no longer than 750 words. Other supporting material, such as testimonials, photographs and/or technical descriptions, must be submitted where relevant.

HOW TO ENTER?

Send or email your nomination, with products to BESA HQ (London) by Monday 5th February 2018 – latest. It is essential that you meet this deadline to avoid missing the judging process. Entries received after this date will not be considered. A small entry fee will be required, for details please go to final page.

Q. How are they judged?

A. An independent panel of expert judges, most of whom are teaching professionals, will select the winners for each of the Awards.

Q. What advice can you give?

A. Read the criteria! Not every product or service will meet all the criteria, but make life easy for the judges! You know your product or service very well – they don't.

You must match your entry as closely as possible, against the criteria asked for. Entries that do not match the majority of criteria will not be considered.

Kindly limit the amount of supporting audio visual material to clips no longer than 3 minutes and only one per entry.

Send us your product(s) for judging – not a picture of it or just marketing material. If you are entering a service for an award or nominating a company or a person, it is even more vital that you produce clear and relevant explanatory paperwork – with support.

Provide all necessary back-up material: explanations of the purpose of the product or service, how it works, what it aims to do and for whom, including testimonials from schools and colleges. Please try and obtain up to date testimonials from schools and colleges where possible. Do not just print the pages from your website for the judges to read!

Include all information and resources that the judges will need to give your entry a fair hearing, e.g. passwords to enter web sites, correct instructions for installing or building products, associated products or programs to ensure the product is seen at its best, batteries to enable equipment to function, statistics if requested, accompanying books. Nominations received with inadequate information or resources cannot be considered.

There will be no opportunity to formally present your resources to the judges, so it is vital that support materials make the most complicated processes clear. Think about sending sample material, DVD, CD'S, YouTube, etc.

It may not be possible to enter very large items/resources because of access problems, space and time restrictions. Please ring for advice.

If equipment needs to be professionally installed, then this must be arranged at least three days before judging.

Complete the nomination form in its entirety. Each entry must be made on a separate official entry form.

Please note: The judges' decision is final. The judges will place an entry in a more appropriate category if they think it is applicable. The organisers reserve the right to change deadline dates and categories as appropriate. Entries will not be returned, unless specifically requested and a courier arranged or accompanied by a self-addressed, postage-paid label. Note that the organisers will not be responsible for repackaging items. Please tick the box on the entry form to request that your product be returned.

WHEN WILL THE WINNERS BE ANNOUNCED?

Q. When will the winners be announced?

A. Winners will be announced at a gala event to be held at The National Conference Centre, Birmingham on the second evening of The Education Show 2018: Friday 16th March 2018. The black-tie gala event, which will be open to anyone who wishes to attend, will include reception, three course dinner including 5 bottles of wine per table, cabaret act from well known celebrity, awards presentation ceremony, followed by disco and casino experience.

Although we cannot guarantee that you will win an award, we can promise you a memorable evening! If you have any questions relating to this form or the evening, please contact Chris Milton on 01622 474 011 or email chris@brilliantmarketingsolutions.net or Roisin on 020 7537 4997 or email roisin@besa.org.uk

GOOD LUCK!



AWARDS CATEGORIES 2018 – RESOURCES

Special Education Resource or Equipment

Early Years Resource or Equipment **Including ICT**

Early Years Resource or Equipment **Non-ICT**

Primary Resource or Equipment **Including ICT**

Primary Resource or Equipment **Non-ICT**

Primary Resource or Equipment **(Tools for leadership, management and assessment including ICT)**

Secondary Resource or Equipment **Including ICT**

Secondary Resource or Equipment **Non-ICT**

Free Educational Resources

General Classroom Resource **(This award is for all General Classroom Teaching Aids, including all stationery items such as pens, crayons and pencils etc.)**

Criteria

Resources must have been launched or have been on sale in the 24 months preceding the entry closing date. If nominated by a supplier, each application must be supported by at least two testimonials or case studies from schools or colleges addressing the following criteria:

- The innovative nature of the resource
- The impact on learning and the work of the teacher in the classroom, to what extent and in which areas
- How the resource supports or enhances the everyday life or work of teachers, pupils or schools
- Cost effectiveness in terms of educational aims and results – not just price. Judges will expect to see details of price.
- If products have been updated or revised, then the details of these changes must be provided.

N.B.

To qualify for the ICT category, non-hardware resources must contain an interactive ICT element for use by pupils during lessons.

To qualify for any non-ICT category, resources must not contain an ICT element, though components such as a teacher's book or songs on a Disc, downloadable worksheets, teacher guides, audio and video files or audio tapes are acceptable. Evidence must be provided that they are marketed by the supplier as a non-ICT resource.

If the supplier also sells them as an ICT product, they can only be entered for an ICT award.

It is the responsibility of the entrant to persuade the judges as to the suitability of their product in each category. In the event of any query regarding eligibility for any category, the judges' decision is final.

AWARDS CATEGORIES 2018

Award

Educational Book Award

Criteria

Titles must have been launched and been on sale in the 24 months preceding the entry closing date. Each application must be supported by at least two testimonials or case studies from schools or colleges addressing the following criteria:

- The innovative nature of the resource
- The impact on learning and the work of the teacher in the classroom, to what extent and in which areas
- How the title supports or enhances the everyday life or work of teachers, pupils or schools
- Cost-effectiveness in terms of educational aims and results – not just price. Judges will expect to see details of price.
- If products have been updated or revised, then the details of these changes must be provided.

Books entered can be suitable for any age range or sector of the education market. They can include fiction or non-fiction, individual titles or schemes.

Award

Start-up Business of the Year

Criteria

Open to start-up companies less than two years old that are developing innovative new products and services to educational institutions or for educational use at any level (Early Years, Primary, Secondary, Post-Compulsory).

Applicants should demonstrate how the product meets the needs of the schools, teachers or parents and is fulfilling, or promises to fulfil, a distinct need within the education sector.

Nominations from suppliers may cover several of the following criteria:

- A clear description of the offering and the start-up's vision and mission for the impact it is trying to make in education
- How their product range or the service they offer meets the needs of schools today
- Why the offering is distinctly innovative compared to other products/services in the market
- How they aim to demonstrate outstanding customer-care and an exceptional standard of service to education
- Provide at least three testimonials or case studies from schools (or the product's users)
- Include relevant marketing material and/or research demonstrating the products' efficacy (or potential impact, depending on the stage of development) to help prove their case

AWARDS CATEGORIES 2018

TWO NEW
CATEGORIES
FOR 2018

Award

Collaboration between school and supplier Award

This exciting new category is open to all suppliers who have worked with a school / Multi Academy Trust in an innovative, personalised way to help generate operational excellence, or drive up standards of attainment. The collaboration must have been launched and developed in the 24 months preceding the entry closing date.

Criteria

Each application must be supported by an in-depth case study of up to 1500 words that provides both quantitative and qualitative evidence to show how a particular school / MAT benefitted from the collaboration, addressing the following criteria, where relevant:

- The innovative nature of the collaboration
- Evidence to show the impact on learning and the work of the teacher in the
- Classroom and/or operational efficiency within the school
- How the collaboration supports or enhances the everyday life or work of teachers, pupils or schools
- Testimonial(s) from a named individual at the school about the impact the collaboration has had
- Cost-effectiveness in terms of aims and results – not just price. Judges will expect to see details of price.

This collaboration can be with a school / MAT at any age range or sector of the education market.

Award

Recruitment Solution Award

This new category is open to all suppliers providing hiring solutions to schools, including permanent, flexible and temporary recruitment (including supply) in an innovative way to help ensure that schools are able to attract the talent they require. This category encompasses both ICT and non-ICT initiatives, alongside combinations of the two.

Criteria

Each application must be supported by both quantitative and qualitative evidence of up to 1000 words to show how schools / MATs / LEAs benefitted from the hiring solution, addressing the following criteria, where relevant:

- A clear description of the recruitment solution and the vision and mission for the impact it is trying to make upon teacher recruitment
- Why the offering is distinctly innovative compared to other hiring solutions products/services in the market
- How they demonstrate outstanding customer-care and provide an exceptional candidate base to schools, taking into account safeguarding measures where relevant
- Provide at least three testimonials or case studies from schools / MATs, with quantitative data backing up claims where possible
- Include relevant marketing material and/or research demonstrating the efficacy of the offering
- Cost-effectiveness in terms of aims and results – not just price. Judges will expect to see details of price.

The hiring solution can be aimed at any age range or sector of the education market.

AWARDS CATEGORIES 2018

Award Leadership in Education

in association with



Criteria

This award will be presented to a member of the teaching profession or an educational professional working in a setting, school or college, nominated by his or her peers or themselves, for some special leadership quality or qualities, e.g. for the way that a teaching environment is managed; for qualities displayed in managing an educational purchasing policy; for the way in which the respect of pupils has been gained, or for outstanding innovation or creativity.



Award Educational Establishment of the Year

in association with



Criteria

This award will be presented to an educational establishment from any phase – early years to tertiary – which can demonstrate effectiveness and real value to the community it serves. Entries may cover one or several of the following criteria:

- How the establishment has created and sustained partnerships with local businesses
- The use made of the school building
- The success of the pupils over a three-year period
- A comprehensive approach to extended learning.
- A supportive and inclusive approach to the role of parents and carers in pupil achievement.
- A wide-ranging professional development programme.

AWARDS CATEGORIES 2018

Award

Education Exporter of the Year

Criteria

The Education Exporter of the year award will be presented to the company that can demonstrate an outstanding record of export to the education market.

Supporting information should illustrate your company's expertise in exporting and provide precise information based on these key points

- Indicate growth in export turnover
- Provide clear information about your target market (s)
- Please supply statistics to show export as a percentage of total turnover
- In addition, the judges will be looking for evidence about your company's approach to sustainability and corporate social responsibility

Award

Supplier of the Year: under £1m turnover

Supplier of the Year: £1m-10m turnover

Supplier of the Year: over £10m turnover

Criteria

These awards will be presented to suppliers and/or distributors that supply educational establishments (either directly or indirectly) with high-quality, safe products appropriate to their everyday teaching and learning needs. Nominations from suppliers may cover several of the following criteria:

- How their product range or the service they offer meets the needs of schools today
- How they demonstrate outstanding customer-care and an exceptional standard of service to education
- Provide at least three testimonials or case studies from schools and colleges
- How they are developing an awareness of and a responsibility towards sustainability and the environment
- Include relevant marketing material to help prove their case
- Please note, for all companies entering **Supplier of the Year: over £10m turnover**, you may additionally submit a maximum 2 minute digital presentation together with your entry from and required criteria

AWARDS CATEGORIES 2018

Award

Marketing Campaign of the Year

Criteria

This award will be given to a company that can demonstrate the proven effect and the commercial success of a marketing campaign in the education resources or services sector in the last 24 months. Judges will be looking for entrants to demonstrate how their campaigns used a range and combination of media, technologies and platforms to deliver relevant messages to the target audience.

Judges will expect to see details of the following:

- Target market and product range
- A budget for the campaign
- Campaign objectives in the context of your brand
- Your strategy for achieving these objectives
- What part media planning played in engaging your target market
- Which elements of the marketing mix were used
- Evidence of how successfully the objectives were achieved
- Return on investment.

Judges will not only look for creative campaigns, but will focus on the effectiveness of the campaign, measured against its original targets.

Award

Outstanding Achievement Award

Criteria

This prestigious award will be presented to someone from the service or manufacturing sector, whose work in education has impacted upon the educational supplies industry.

We have carefully selected a judging panel, made up of key industry figures and our marketing team. The winner will be announced at the awards ceremony.



ENTRY FORM AND FEE

All entrants must complete this form and send in entry fee as per below. A separate form should be completed for each category entered (photocopies are acceptable). Evidence to support your entry should be no longer than 750 words and be accompanied by photographs where possible. Other supporting material, such as testimonials, case studies and/or technical descriptions, must be submitted where relevant.

Category entered:

Name of product/service/supplier entered:

Company name:

Address:

Tel:

Email:

Contact name:

Please send your entry form together with your entry fee to BESA at the address below. Cheques should be made payable to The Education Resources Awards, any entries received without accompanying cheque will have a BACS invoice raised for payment. All entries and payments will be acknowledged with a VAT invoice.

Up to 2 entries

Non-BESA members	£193.00 plus VAT
BESA member	£166.00 plus VAT

Additional entry fee (per entry)

Non-BESA members	£105.00 plus VAT
BESA member	£85.00 plus VAT

I would like this entry returned. I enclose the cost of this (P&P)

Please send or email your completed entry and products to roisin@besa.org.uk or by post to:
ERA 2018. BESA, 20 Beaufort Court, Admirals Way, London E14 9XL

Closing date for receipt of entries: Monday 5th February 2018. For more information or help please call Chris Milton on 01622 474 011 or email chris@brilliantmarketingsolutions.net or link to web sites www.educationresourcesawards.co.uk and www.besa.org

