



Business Travel Awards 2018 – Entry Guidance

Entries close –September 12, 2017

It is advised that you read through these guidance notes before completing the online entry form.

A company can enter as many categories, subject to eligibility, as it wishes. For example, as well as the main category for TMCs, a company might also want to submit separate entries for the Self-Booking Tools and/or Corporate Social Responsibility categories.

The format is designed to make the entry process straightforward and to elicit answers to specific questions. There is no constraint on the number or words for each response, although entrants are encouraged to be as succinct as possible.

We are not asking for information that is not in the public domain, but where claims are made, any supporting evidence, such as an annual report, Companies House filing, or public statements or references to the information, may be required for validation purposes. Unsubstantiated claims, or claims that cannot be verified, cannot be taken into account by the judging panel.

While it is not essential to answer all the questions, the more comprehensive an entry is, the higher the potential score. The judges will be looking at the wide range of factors that contribute to an organisation's overall success, from innovation to performance, and from client and staff retention rates to customer satisfaction ratings.

Please note:

- You can enter multiple categories
- The awards are **free** to enter
- Feedback is available after the awards ceremony
- Submissions should be made online via www.businesstravelawards.com

Timeline

Entries Open: June 2017

Entries Close: September 12, 2017

Shortlist Announced: October 24, 2017

Winners Announced: January 22, 2018



THE JUDGING PROCESS

The *Business Travel* awards are judged by an independent panel of judges made up of senior travel buyers, covering a wide range of sectors, such as banking, retail, pharmaceuticals and education. All the judges will be asked to sign non-disclosure agreements, and that information contained in your entry will remain confidential.

Entries will be judged through a two-stage process.

Stage 1

The judges will individually review and score your uploaded written entry and any supporting materials online. The judge's scores are then collated to determine the first stage shortlist.

Shortlisted entrants will be notified and asked to provide two high resolution images, in jpeg, gif or PDF format; this could be an image of your team, product or marketing images, plus a high resolution company logo.

Stage 2

Judges will meet in late November to discuss all of the shortlisted entries in the categories assigned to them to choose the ultimate winners.

TERMS AND CONDITIONS

- Entries should be received by the closing date; late entries may not be considered.
- All information submitted will be held in the strictest confidence by *Buying Business Travel*, and will only be used solely for the purposes of assessing the entries. Information submitted in your entry will not be made public at any time.
- All categories are awarded based on the decision of our independent panel of judges.
- Judges will absent themselves from any discussions where they have a vested/ conflict of interest.
- The judges may transfer entries into a different category if they feel this is appropriate.
- Entrants should not make any attempts to personally contact any members of the judging panel with reference to their involvement with the judging process. This will be viewed as an attempt to influence their impartiality and is not deemed as appropriate by the judging panel or the organisers' of the awards.
- The judges' decision is final.
- Winners may state in advertising and promotional material that they have won or have been shortlisted, but they must state the year the Award.



BUSINESS TRAVEL AWARDS 2018 CATEGORIES

1. **Best Small / Independent Hotel Company**
2. **Best Midscale Hotel Brand**
3. **Best Upscale Hotel Brand**
4. **Best Serviced Apartment Provider**
5. **Best Self-Booking Tool**
6. **Best Ground Transportation Company**
7. **Best Car Rental Company**
8. **Best Corporate Payment Product**
9. **Best Rail Operator**
10. **Best Short-haul Airline**
11. **Best Long-haul Airline**
12. **Business Airline of Year**
13. **Best Specialist Business Travel Service**
14. **Best Travel Technology Product**
15. **Best Sales Account Management Team**
16. **Best TMC (Less than £50 million UK annual sales)**
17. **Best TMC (£50-£200 million UK annual sales)**
18. **Best TMC (More than £200 million UK annual sales)**
19. **Best Corporate Social Responsibility Programme**
20. **Rising Star of the Year**
21. **Travel Buyer of the Year**
22. **Travel Team of the Year**

SUBMITTING AN ENTRY

All entries must be submitted online via the [Business Travel Awards website](#).

It is advised that you read through the questions in the category you wish to enter before beginning to put together your submission. The purpose of the entry is to allow you to communicate to the judges why your company, team or product should be recognised. The judges will look for evidence of the category criteria and the robustness of answers to questions and can only award marks based on what is presented in your submission.

Make sure you give yourself enough time to write your entry and allow time to make amendments and gather information. You may need to talk to team members in different



departments to obtain supporting information; you should, therefore, consider this in the time you are allocating yourself to complete the entry.

Although there are no word limits it is recommended you keep your entry concise and to the point. Check that sentences don't drag on and review that you have provided adequate evidence to support the key points you make. Emphasise innovation and successes, and use customer testimonials where appropriate. Keep your answers within the framework of the question and the topic in hand; your answers should focus on the corporate travel market.

GUIDANCE NOTES

1. Answer the questions

- Read the questions carefully, and ensure you target your answers to the question.
- Keep focused and ensure all information is relevant.

2. Communicate with clarity

Remember the judges will be looking through hundreds of entries, so:

- Be concise, clear and focused – with clean, easy-to-digest copy.
- Make it easy for them to make sense of your entry.
- Create a narrative, and make your submission a good read.
- Avoid jargon, inflated claims, unexplained acronyms and unedited copy-and-pasting.
- Set the scene – provide insight into your business/product, with context where appropriate.

3. Include supporting evidence

- Make sure the supporting material backs up your claims in the main submission.
- Pertinent facts and figures can improve your awards entry.
- Where necessary validate your claims to enable the judges to evaluate their impact.

4. Leave enough time

- Enter early – a last minute rush is likely to impact on the quality of your submission.
- The process invariably takes longer than expected, particularly if you need sign-offs.
- Allocate yourself more time than you think you will need.

5. Assign somebody to the job

- Designate someone in your company as the awards coordinator – responsible for collating information, contacting referred clients, consulting colleagues, checking facts, chasing up, writing the initial draft and keeping an eye on timeline and deadline.

Using these guidance notes will not guarantee success, but it will give your entry the best possible chance of making compelling reading for the judging panel.



FREQUENTLY ASKED QUESTIONS

Is there an entry fee?

No. There is no charge for entries to the Business Travel Awards

Can my company enter more than one brand, team or product into the same category?

Yes. Groups can enter separate brands, provided they meet the entry criteria. Organisations can also submit multiple entries for the Travel Team and Travel Buyer of the Year categories

Is there a limit to the number of categories an organisation can enter?

You may enter as many categories as you wish, however you must complete a separate submission for each one.

Can companies outside of the UK enter?

Yes. There are no geographical restrictions

Will information submitted within an entry remain confidential?

Yes. Only the judges will see the information, and they will each have been required to sign a non-disclosure agreement

Are there any particular aspects we should be focusing on in our entry (ies)?

Innovation, the big success stories during the last 12 months, market share gains, new business, new products and services, customer feedback, financial success – these are the areas which tend to influence the judges.

Is there a word limit

There is not an official word limit; however we would advise that you keep your entry concise, clear and focused – with clean, easy-to-digest copy.

When will the final shortlist be announced?

The final shortlist will be announced on Tuesday 24th October 2017, when all entrants will be notified on the success of their entry

Can I receive feedback about my entry?

Yes. Feedback is available on request after the awards ceremony

Is it possible to make a joint entry with a partner organisation?

Only in respect of the Travel Team of the Year award.

Can I make a submission on behalf of someone else?

Yes. PR consultants can submit an entry on behalf of a client as long as they have their approval. Additionally, organisations, and suppliers, can submit entries nominating individuals within corporate client companies in the Rising Star and Travel Buyer of the Year category.

If you have any questions regarding the 2018 Business Travel Awards please contact Emma Gordon by emailing events@panaceapublishing.com