

Help us promote  
**The Queen's Awards for Enterprise 2013**



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# Help us promote The Queen's Awards for Enterprise 2013



## Introduction

We recognise that the success of any awards depend on the quality of its entrants. We also recognise that it is key people like you who will be able to help us reach these people. So we have provided this guide to help you promote the 2013 Queen's Awards.

In the following pages you will find:

- a brief description of The Queen's Awards for Enterprise (business awards) and The Queen's Award for Enterprise Promotion (individual awards)
- email text that you can send out or add into any existing email communications to encourage interest
- articles that you can include in any of your newsletters
- winners' quotes
- examples of how to promote the awards through social media
- useful web links for you to pass on and a list of key dates.

Thank you for helping us to promote The Queen's Awards. With your support we can make 2013 a fantastic year for the UK's best businesses and individuals.

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## What are The Queen's Awards for Enterprise and Enterprise Promotion?

### **The Queen's Awards for Enterprise**

The Queen's Awards for Enterprise are the UK's most prestigious business awards. They are bestowed each year to the UK's best businesses by Her Majesty The Queen in recognition of their outstanding achievements. There are three categories: Innovation, International Trade and Sustainable Development. It is free to enter and the closing date is 28<sup>th</sup> September 2012.

### **The Queen's Award for Enterprise Promotion**

The prestigious Queen's Award for Enterprise Promotion recognises people who encourage enterprise skills and entrepreneurial attitudes in others. It rewards individuals who have gone the extra mile to help local communities, young people, students and others develop the skills required to succeed in business. Entry is by nomination only. There are just 10 Awards given out each year and usually one special Lifetime Achievement Award. The closing date is 28<sup>th</sup> September 2012.

# Help us promote The Queen's Awards for Enterprise 2013



## Email copy

### The Queen's Awards for Enterprise

If you know a business that you think should enter The Queen's Awards for Enterprise, simply cut and paste this text into your email browser. Space has been left for your own introduction.

### Think your business deserves the highest recognition?

#### Enter The Queen's Awards today

<This space has been intentionally left blank for your own introduction>

If you believe your business deserves to be recognised as one of the very best in its field, now is the time to enter The Queen's Awards for Enterprise – the UK's most prestigious and coveted business awards.

#### Winning benefits

Only a select few businesses will make the grade. If you are one of them, the benefits are great. First and foremost, there is the worldwide recognition among your peers that only this unique accolade can bring – and you will be able to display the awards emblem for five years.

Winning can also lead to numerous press and PR opportunities, as well as improved staff morale and an enhanced industry profile, which can lead to increased sales at home and internationally. Winners will also be invited to a reception at Buckingham Palace with Her Majesty the Queen.

[Sub]

#### Enter now for free

There are three categories: **International Trade**; **Innovation**; and **Sustainable Development**. You can enter online at [www.bit.ly/QueensAwardsE](http://www.bit.ly/QueensAwardsE) Entry is free, and the deadline is 28th September 2012.

To find out more about the Awards, you can visit [www.queensawards.org.uk](http://www.queensawards.org.uk) or join The Queen's Awards LinkedIn group at [www.linkedin.com](http://www.linkedin.com). If you have any other queries about The Queen's Awards, call their helpline on **020 7215 6880** or email [info@queensawards.org.uk](mailto:info@queensawards.org.uk)

# Help us promote The Queen's Awards for Enterprise 2013



## Email copy

### The Queen's Award for Enterprise Promotion

Forward this email to spread the word about The Queen's Award for Enterprise Promotion. Simply cut and paste this text into your email browser. Space has been left for your own introduction.

**Know someone truly outstanding?**

**Help them achieve the**

**recognition**

**they deserve**

<This space has been intentionally left blank for your own introduction>

Do you know someone who's played an outstanding role in promoting and encouraging business enterprise skills in the UK?

Then nominate them for the prestigious Queen's Award for Enterprise Promotion.

The Award recognises individuals who have gone the extra mile to help local communities, young people, students and others develop the skills required to succeed in business. You can find out more at [www.queensawards.org.uk](http://www.queensawards.org.uk).

Anyone can win an Award and anyone can make a nomination (although you cannot nominate yourself). However, only the truly exceptional are recognised – there are just 10 Awards given out each year and usually one special Lifetime Achievement Award.

If your nominated individual is successful, you will both be invited to a reception at Buckingham Palace with Her Majesty The Queen so you can share in their success.

You can make your nomination online at <http://www.bit.ly/QueensAwardsEP> and if you have any queries, call the Queen's Awards helpline on **020 7215 6880** or email [info@queensawards.org.uk](mailto:info@queensawards.org.uk). The deadline for nominations is 28<sup>th</sup> September 2012.



# Help us promote The Queen's Awards for Enterprise 2013



## Sample newsletter articles

### Short version

#### **The highest level of recognition for the UK's best businesses**

UK businesses that are amongst the best in their field are being encouraged to gain recognition for their excellence by applying for The Queen's Awards for Enterprise – the most prestigious business awards in the UK.

The Awards are bestowed by Her Majesty The Queen in three categories: Innovation, International Trade and Sustainable Development.

Entry to the Awards is free and open to all UK based companies employing a minimum of two full time people or equivalent.

The Awards provide global recognition that a company is outstanding in its field. Winning can boost staff morale and lead to an increase in sales. Winners will receive a commemorative Grant of Appointment certificate and a crystal bowl, and can display the Awards emblem for five years. All winners are invited to a reception with Her Majesty the Queen at Buckingham Palace.

There is also an award for individuals – The Queen's Award for Enterprise Promotion – for which people are free to nominate anyone they believe is worthy of recognition for promoting enterprise and entrepreneurial skills and attitudes in others.

Entry is now open for the 2013 awards and the closing date is 28<sup>th</sup> September 2012.

To enter or to nominate, or for more information, visit [www.queensawards.org.uk](http://www.queensawards.org.uk)  
The Queen's Awards Office can also provide assistance on **020 7215 6880**, or email [info@queensawards.org.uk](mailto:info@queensawards.org.uk).

# Help us promote The Queen's Awards for Enterprise 2013



## Sample newsletter articles

### Long version

#### **The highest level of recognition for the UK's best businesses**

Is your business one of the best in its field? Do you want independent recognition for your success? If so, you should apply for The Queen's Awards for Enterprise today.

The most prestigious and coveted awards for UK businesses are bestowed by Her Majesty The Queen in three categories: Innovation, International Trade and Sustainable Development.

Entry to the Awards is free and open to all UK based companies employing a minimum of two full time people or equivalent.

Winning an Award means that you are judged to be outstanding in your field. The benefits can be many: from excellent press and publicity opportunities to improved staff morale; from increased sales to recognition in the UK and globally that you are amongst the best in your field. Winners will receive a commemorative Grant of Appointment certificate and a crystal bowl, and can display the Awards emblem for five years. All winners are invited to a reception with Her Majesty the Queen at Buckingham Palace.

The entry process is meticulous and rigorous. All entries are assessed by an independent team and unsuccessful entrants get feedback on their entry.

There is also an award for individuals – The Queen's Award for Enterprise Promotion – for which people are free to nominate anyone they believe is worthy of recognition for promoting enterprise and entrepreneurial skills and attitudes in others.

Linda Stephens, Secretary of The Queen's Awards office says, "Winning a Queen's Award for Enterprise is the ultimate business accolade. It shows that you are a leader in your area and it can boost your sales."

"The Queen's Award for Enterprise Promotion is a great honour and recognises the hard work done by people who encourage others into business."

"The assessment is rigorous, as you would expect. If you need any help, visit our website or call our helpline."

The closing date for the 2013 awards is 28<sup>th</sup> September 2012. To enter or to nominate, or for more information, visit [www.queensawards.org.uk](http://www.queensawards.org.uk) The Queen's Awards Office can also provide assistance on **020 7215 6880**, or email [info@queensawards.org.uk](mailto:info@queensawards.org.uk).



# Help us promote The Queen's Awards for Enterprise 2013



## Winners' quotes

### **The Queen's Awards for Enterprise**

"We are extremely proud of this achievement and it is a real morale-booster to know that all the hard work will be rewarded with increased business benefits." – Principle Health Care International Ltd, International Trade winner 2012

"The Award is held in high esteem overseas and can only help to expand our export markets." – Integrated Display Systems Ltd, International Trade winner 2012

"Our growth is due to a small team of dedicated people. This award is in recognition of all that they do." – King Cole Ltd, International Trade winner 2012

"We are proud and honoured to have joined the elite band of companies recognised for their ability to innovate and succeed." – Acturis, Innovation winner 2012

"Receiving one of the most famous, globally recognised and prestigious awards is the ultimate testimony of our continued progress." – Domino Printing Sciences Ltd, International Trade winner 2012

"Fighting off stiff competition from companies right across the UK is a tremendous achievement." – Alba, Innovation winner 2012

"Winning a Queen's Award for an unprecedented fourth consecutive year demonstrates that our business really is one of the best." – Sun Mark Ltd, International Trade winner 2012

"This award recognises the commitment of Bryson and its staff and volunteers to sustainable development." – Bryson Charitable Group, Sustainable Development winner 2012

### **The Queen's Award for Enterprise Promotion**

"I am really thrilled and honoured to have been recognised for this award, news of which came as a huge surprise to me. This award is thanks to all the wonderful people and businesses that I have worked with in Wales over the years. I love helping people to achieve their dreams and making a difference to their lives. My work is geared to helping people to start and sustain businesses and to become better business leaders to create and safeguard jobs. The work is a reward in itself, as it is satisfying to know that I have helped to create businesses and sustain hundreds of jobs over the years, which are vital to families and communities." – Carmel Gahan, Lifetime Achievement Award 2012.

# Help us promote The Queen's Awards for Enterprise 2013



## Social Media updates

If you would like to promote The Queen's Awards through your Facebook, Twitter or LinkedIn accounts, here is some suggested copy that you can use.

### Twitter update

#### **The Queen's Awards for Enterprise**

Will your business receive the recognition it deserves? Enter The Queen's Awards for Enterprise. Closing date 28th September 2012 [www.queensawards.org.uk](http://www.queensawards.org.uk)

#### **The Queen's Award for Enterprise Promotion**

The Queen's Award for Enterprise Promotion is the UK's most prestigious award for individuals in enterprise promotion. Make your nomination. Closing date 28th September 2012 [www.queensawards.org.uk](http://www.queensawards.org.uk)

### LinkedIn update

#### **The Queen's Awards for Enterprise**

I'm supporting The Queen's Awards for Enterprise – the UK's most prestigious business awards. They are bestowed each year to the UK's best businesses by Her Majesty The Queen in recognition of their outstanding achievements. There are three categories: Innovation, International Trade and Sustainable Development. It is free to enter and the closing date is 28<sup>th</sup> September 2012. To find out more or to enter, visit [www.queensawards.org.uk](http://www.queensawards.org.uk)

#### **The Queen's Award for Enterprise Promotion**

I'm supporting The Queen's Award for Enterprise Promotion – the UK's most prestigious award for individuals in enterprise promotion. The Award recognises people who have gone that extra mile to work with others who need help setting out in business, like local communities, young people or students. There are just 10 awards given out each year and usually one special Lifetime Achievement Award. You can nominate now for the 2013 Awards and the closing date is 28<sup>th</sup> September 2012. To find out more or to enter, visit [www.queensawards.org.uk](http://www.queensawards.org.uk)

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## Useful web links

### **The Queen's Awards for Enterprise**

Find out more information about the Awards using our guidance notes.

[www.queensawards.org.uk](http://www.queensawards.org.uk)

### **Twitter**

Businesslink will be publishing links to interesting articles, reminders and news stories throughout the year.

[www.twitter.com/bisgovuk](http://www.twitter.com/bisgovuk)

### **LinkedIn**

This forum for past and present entrants and winners will provide information, advice and debate. It is moderated by The Queen's Awards Office.

[www.linkedin.com](http://www.linkedin.com) and search for Queen's Awards for Enterprise

### **YouTube**

YouTube also features many success stories from past winners.

[www.youtube.com](http://www.youtube.com) and search for Queen's Awards for Enterprise

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## Key dates

### Now

2012 winners have been announced.  
Online entry and nomination forms for 2013 are available.  
LinkedIn page is up and running.

### July 2012

The Queen's Awards magazine is distributed. If you would like copies to send out to prospective entrants or to display in your reception area, please contact the Queen's Awards helpline on **020 7215 6880** or email **info@queensawards.org.uk**

### 28<sup>th</sup> September 2012

Deadline for 2013 entries and nominations.

### 21<sup>st</sup> April 2013

2013 winners announced.

### Summer 2013

Her Majesty The Queen hosts a reception at Buckingham Palace for 2013 winners and recipients.