

HELOA - Best Practice Marketing Communications Award 2018/19

How to Enter

Entering a project for an Award is easy and free and is open to any HELOA member at any level, but please make sure you seek Institutional approval before you apply.

1. Complete the HELOA Awards entry form using the entry guidelines, including a short summary of the entry which will be included in the National Conference programme. Entries should be submitted by email using the entry form to training@heloac.ac.uk by 5pm on 3 December. Shortlisted entrants will be notified by 5pm on 17 December.
2. A panel of judges will shortlist up to five finalist entries for display at the National Conference. Finalists will be asked to create a more detailed overview or display presenting their entry. Finalist material will be displayed at the National Conference in January 2019, where delegates will vote for the winning entry.
3. The award-winning entry will receive a trophy and certificate, and finalist institutions will also receive a certificate.

Entry Guidelines

The HELOA Best Practice Marketing Communications Awards are only open to HELOA members.

Judges will be looking for examples of best practice across the sector. This could be in any aspect of higher education liaison work, but may include:

- A special project;
- A specific marketing initiative;
- A new resource or intervention;
- An innovative collaboration.

The entry must detail work that has taken place in the last three years or fewer. The work may be on-going.

Each member is entitled to submit one entry. Multiple applications from institutions are acceptable as long as they are led by a different HELOA member.

Entries will be scored out of 20 with 5 marks being awarded for each of the following categories. Entries will be expected to show good use of available resources and value for money. Available budget will be taken into consideration when judging project outcomes.

Value for money	1 2 3 4 5
To what extent did the project deliver an appropriate return on investment? In your opinion, was the budget allocated to relevant and appropriate costs?	
Innovation	
To what extent was the project creative and innovative? Did the project represent a new idea, or present a new solution to an existing problem? Did the project demonstrate an innovative approach? Did the project respond appropriately to previous attempts to tackle the situation?	
Impact	
Was the intended impact achieved? Did the project have an appropriately wide impact? Who was affected by the project, and were these outcomes intended? Can you see ways in which the impact of the project could have been further optimised?	
Evaluation	
Do you think the evaluation methods chosen were effective and appropriate to the project? Were the outcomes of the project recorded carefully and thoroughly?	

- 5 - All aspects of the category were achieved to an excellent standard.
 4 - Most aspects of the category were achieved to a good standard.
 3 - Most aspects of the category were achieved to a satisfactory standard.
 2- The category was mostly unsatisfactory.
 1 - The category was poor.
 0 - The category was not addressed.

If you have any questions please contact Chloe Warsop (Conference Manager) or Charlotte Brooks (UK Vice-Chair - Training) on training@helo.ac.uk.