**HELOA - Best Practice Marketing Communications Award 2021**

**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 written summary of the entry and recorded presentation. Shortlisted entries will be shared with all HELOA members. Entries should be submitted by email using the entry form to [training@heloa.ac.uk](mailto:training@heloa.ac.uk) by 5pm on 27 November. Shortlisted entrants will be notified by 5pm on 18 December.
2. A panel of judges will shortlist up to four finalist entries to be featured in our virtual awards celebrations. Finalist material will be shared with all HELOA members.
3. The award-winning entry will receive a trophy, and finalist institutions will also receive a certificate.

**Entry Guidelines**

The HELOA Best Practice Marketing Communications Awardsare 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;

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.

|  |  |
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| **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 the Training Team on [training@heloa.ac.uk](mailto:training@heloa.ac.uk).