

HELOA Best Practice: Marketing and Communications Award 2023

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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 which will be included in the National Conference Programme. Entries should be submitted via the Google form by 23.59pm on Friday 11th November. Shortlisted entrants will be notified by 5pm on Friday 25th November
2. A panel of judges will shortlist up to two finalist entries to feature in the National Conference brochure, with the winner chosen by Unifrog and announced during the awards ceremony at the National Conference.
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 Awards are only open to HELOA members.
- 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.
- We recommend that you **use the guidance below** to compile your answers to each question on a word processor and then copy and paste them into our online submission form on the website: <https://www.heloa.ac.uk/awards/>
- Entries will be scored out of 20 with 5 marks being awarded for each of the four categories below. 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.
- Please feel free to provide existing feedback from project participants, such as quotes, or articles. (If you would like to submit any photos, please email these to training@heloa.ac.uk).
- Please provide a summary of the project in no more than 100 words. Should your project be shortlisted, this summary will be included in the conference brochure and related communications.

If you have any questions please contact the Training Team on
training@heloa.ac.uk.

Background and context

Please include:

- Background and context within the institution, the sector as a whole, any research, and the situation that led you to develop the project.
- What were your project aims, what did you want to achieve? These can be short or long term goals and may be ongoing

Judges will score on:

Did the project aims accurately reflect the project as a whole? Is there a clear target group and does the project successfully tap into the needs of that group?

Did the project present a new solution to an existing problem or was this a new idea. How did the context successfully lead to the development of the project?

Successful campaign

Please include:

- How your marketing/comms initiative successfully met the aims of your campaign (e.g. increase leads, enrollment etc.) and how it successfully appealed to the target audience, and how they successfully engaged.
- How the campaign used channels/resources in a creative and innovative way

Judges will score on

How well thought out was the timeline of the project? Did it come at the right time? Did it feel well thought out? How effective were the use of resources, how innovative and unique was the campaign? Did it meet the aims of the campaign? Did it attempt to appeal uniquely to the target audience?

Value for money

Please include

- Explanation on how you calculated the project budget
- Complete cost breakdown of project (This may be materials/resources, staff and ambassador costs, advertising etc.)

Judges will score on:

To what extent did the project deliver an appropriate return on investment? In your opinion, was the budget allocated to relevant and appropriate costs?

Evaluation/Impact

Please include:

- How was impact/success measured? How was the project evaluated and what are your reflections on the results? Supporting information such as impressions, increased following/conversion/enrollment/leads or feedback welcomed.
- You might also wish to discuss whether the project impact met or exceeded the stated aims and objectives, or if there were any unexpected aspects to the project's impact.

Judges will score on

Was the intended impact achieved? Do you think the success measures chosen were effective and appropriate to the campaign? Were the outcomes of the campaign 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.