



THE EDUCATION RESOURCES AWARDS 2013
THE NATIONAL MOTORCYCLE MUSEUM, BIRMINGHAM FRIDAY 15TH MARCH 2013

ENTRY FORM

THE EDUCATION RESOURCES AWARDS 2013 ENTRY FORM



Now is your chance – whether you're a supplier, a teacher, or anyone involved in education – to show the effectiveness of what you do and receive your industry's highest accolade.

We are delighted that you are considering entering the awards and hope this information pack answers any questions or queries you may have. Each year we receive a high level of quality entries and the judges carefully select the runners up and winners, so even being named as an Education Resources Awards finalist is no mean feat.

This entry form has been designed to provide you with the clearest possible explanation of the entry process. Please take a few moments to read the whole form.

All the information in this pack, plus details of last year's winners can be found on www.educationresourcesawards.co.uk and www.besa.org.uk/era13

FAQS

Q. What are they?

A. The Education Resources Awards highlight the quality and diversity of educational products and resources, excellent educational establishments and the most dedicated members of the teaching profession and supplies industry, all working together to encourage the very best in education.

Now in their 15th successful year, these awards focus on the resources, services and people that really make a practical impact on learning and the day-to-day work of the teachers in the classroom.

Q. Who organises and sponsors them?

A. The Awards are organised by Brilliant Marketing Ltd and the British Educational Suppliers Association (BESA). They are sponsored by Berol, Findel, Hope Education and Staedtler.

We are pleased to acknowledge the support of the nasen, National Association of Head Teachers, The Schools Network and UK Trade & Investment.

Q. How do I enter?

A. The only way to win is to enter – and the only way to enter is by submitting the very best and proving it. The process is simple and costs nothing. A separate form should be completed for each category entered you can apply online. The same resource may be submitted into more than one category.

Complete the nomination form in this brochure or enter online at www.besa.org.uk/era13. The nomination form must be completed in its entirety (photocopies are acceptable). Evidence to support an entry should be no longer than 750 words. Other supporting material, such as testimonials, photographs and/or technical descriptions, must be submitted where relevant.

Send or email your nomination, with products to BESA by Monday 14th January 2013. It is essential that you meet this deadline to avoid missing the judging process. Entries received after this date will not be considered.

Q. How are they judged?

A. An independent panel of expert judges, most of whom are teaching professionals, will select the winners for each of the Awards.

Please note: The judges' decision is final. The judges will place an entry in a more appropriate category if they think it is applicable. The organisers reserve the right to change deadline dates and categories as appropriate. Entries will not be returned, unless specifically requested and a courier arranged or accompanied by a self-addressed, postage-paid label. Note that the organisers will not be responsible for repackaging items. Please tick the box on the entry form to request that your product be returned.

Q. What advice can you give?

A. Read the criteria! Not every product or service will meet all the criteria, but make life easy for the judges! You know your product or service very well – they don't.

You must match your entry as closely as possible, against the criteria asked for. Entries that do not match the majority of criteria will not be considered.

Send the product for judging – not a picture of it or just marketing material. If you are entering a ‘service’ for an award or nominating a company or a person, it is even more vital that you produce clear and relevant explanatory paperwork – with support.

Provide all necessary back-up material: explanations of the purpose of the product or service, how it works, what it aims to do and for whom, including testimonials from schools and colleges. Please try and obtain up to date testimonials from schools and colleges where possible. Do not just print the pages from your website for the judges to read!

Include all information and resources that the judges will need to give your entry a fair hearing, e.g. passwords to enter web sites, correct instructions for installing or building products, associated products or programs to ensure the product is seen at its best, batteries to enable equipment to function, statistics if requested, accompanying books. Nominations received with inadequate information or resources cannot be considered.

There will be no opportunity to formally ‘present’ your resources to the judges, so it is vital that support materials make the most complicated processes clear. Think about sending sample material, videos, etc.

It may not be possible to enter very large items/resources because of access problems, space and time restrictions. Please ring for advice.

If equipment needs to be professionally installed, then this must be arranged at least three days before judging.

Complete the nomination form in its entirety. Each entry must be made on a separate official entry form.

Q. Is feedback available?

A. Because of the growing numbers of entries and the cost of teacher time, feedback is not generally available. Judges’ feedback on individual entries can be provided at a cost of £80 per entry. Please tick the box on the entry form to request feedback.

Q. When will the winners be announced?

A. Winners will be announced at a gala event to be held at The National Motorcycle Museum, Birmingham on the second evening of The Education Show 2012: Friday 15th March 2013. The black-tie gala event, which will be open to anyone who wishes to attend, will include pre-dinner cocktail reception, three-course dinner including wine, awards presentation ceremony and dance.

Although we cannot guarantee that you will win an award, we can promise you a memorable evening! If you have any questions relating to this form or the Awards evening, please contact Chris Milton on 01622 623 164 or Caroline Wright on 020 7537 4997.

GOOD LUCK!

AWARDS CATEGORIES 2013 (THERE ARE 18 AWARDS IN TOTAL)

Best Special Education Resource or Equipment - non ICT

Best Special Education Resource or Equipment - involving ICT

Best Early Years Resource or Equipment - non ICT

Best Early Years Resource or Equipment - involving ICT

Best Primary Resource or Equipment - non ICT

Best Primary Resource or Equipment - involving ICT

Best Secondary Resource or Equipment - non ICT

Best Secondary Resource or Equipment - involving ICT

Criteria

All eight awards are for suppliers. Resources must have been launched or have been on sale in the 24 months preceding the entry closing date. If nominated by a supplier, each application must be supported by at least two testimonials or case studies from schools or colleges addressing the following criteria:

- The innovative nature of the resource
- The impact on learning and the work of the teacher in the classroom, to what extent and in which areas
- How the resource supports or enhances the everyday life or work of teachers, pupils or schools
- Cost effectiveness in terms of educational aims and results – not just price. Judges will expect to see details of price.
- If products have been updated or revised, then the details of these changes must be provided.

N.B.

To qualify for the ICT category, non-hardware resources must contain an interactive ICT element for use by pupils during lessons.

To qualify for any non-ICT category, resources must not contain an ICT element, though components such as a teacher's book or songs on a CD-ROM, downloadable worksheets, teacher guides, audio and video files or audio tapes are acceptable. Evidence must be provided that they are marketed by the supplier as a non-ICT resource.

If the supplier also sells them as an ICT product, they can only be entered for an ICT award.

It is the responsibility of the entrant to persuade the judges as to the suitability of their product in each category. In the event of any query regarding eligibility for any category, the judges' decision is final.



Award Educational Book Award



Criteria

Titles must have been launched and been on sale in the 24 months preceding the entry closing date. Each application must be supported by at least two testimonials or case studies from schools or colleges addressing the following criteria:

- The innovative nature of the resource
- The impact on learning and the work of the teacher in the classroom, to what extent and in which areas
- How the title supports or enhances the everyday life or work of teachers, pupils or schools
- Cost-effectiveness in terms of educational aims and results – not just price. Judges will expect to see details of price.
- If products have been updated or revised, then the details of these changes must be provided.

Books entered can be suitable for any age range or sector of the education market. They can include fiction or non-fiction, individual titles or schemes.

Leadership in Education

in association with **NAHT**
The Association for all School Leaders

This award will be presented to a member of the teaching profession or an educational professional working in a setting, school or college, nominated by his or her peers or themselves, for some special leadership quality or qualities, e.g. for the way that a teaching environment is managed; for qualities displayed in managing an educational purchasing policy; for the way in which the respect of pupils has been gained, or for outstanding innovation or creativity.

Award
Educational Establishment of the Year

in association with  **NAHT**
The Association for all School Leaders

Criteria

This award will be presented to an educational establishment from any phase – early years to tertiary – which can demonstrate effectiveness and real value to the community it serves. Entries may cover one or several of the following criteria:

- How the establishment has created and sustained partnerships with local businesses
- The use made of the school building
- The success of the pupils over a three-year period
- A comprehensive approach to extended learning.
- A supportive and inclusive approach to the role of parents and carers in pupil achievement.
- A wide-ranging professional development programme.

Education Exporter of the Year

in association with  UK
TRADE &
INVESTMENT

This award, judged by UKTI, will be presented to the supplier that can demonstrate an outstanding record of export success in products or services to the education market. Supporting information should illustrate growth in export turnover, as well as an understanding of the target market.



Award

Supplier of the Year: with less than £1million annual turnover

Supplier of the Year: with between £1million and £3million annual turnover

Supplier of the Year: with over £3million annual turnover

Criteria

These awards will be presented to suppliers and/or distributors that supply educational establishments (either directly or indirectly) with high-quality, safe products appropriate to their everyday teaching and learning needs. Nominations from suppliers may cover several of the following criteria:

- How their product range or the service they offer meets the needs of schools today
- How they demonstrate outstanding customer-care and an exceptional standard of service to education
- Provide at least three testimonials or case studies from schools and colleges
- How they are developing an awareness of and a responsibility towards sustainability and the environment
- Include relevant marketing material to help prove their case.

Innovation Award



This award will be given to a product or service that shows that it is new or original, ahead of current thinking, but more than this provides learners and/or educators with a way of doing something differently and more effectively, so adding value to teaching and/or learning.

Entries should show:

- How or why the product or service is new, original or different.
- How the product enables learners or educators to do something in a different or more effective way.
- How it adds value to teaching and learning.

Entries should have been developed by a UK-based supplier or have been produced from an idea conceived by a UK-based team. Products must have been launched or have been on sale in the 24 months preceding the entry closing date.

Award
Marketing Campaign of the Year Award



Criteria

This award will be given to a company that can demonstrate the proven effect and the commercial success of a marketing campaign in the education resources or services sector in the last 24 months. Judges will be looking for entrants to demonstrate how their campaigns used a range and combination of media, technologies and platforms to deliver relevant messages to the target audience.

Judges will expect to see details of the following:

- Target market and product range
- A budget for the campaign
- Campaign objectives in the context of your brand
- Your strategy for achieving these objectives
- What part media planning played in engaging your target market
- Which elements of the marketing mix were used
- Evidence of how successfully the objectives were achieved
- Return on investment.

Judges will not only look for creative campaigns, but will focus on the effectiveness of the campaign, measured against its original targets.

Outstanding Achievement Award

This prestigious award will be presented to someone from the service or manufacturing sector, whose work in education has impacted upon the educational supplies industry.

Nominations should include a detailed statement about the special nature of this person's contribution to education and the industry with supporting evidence, as well as highlighting the personal attributes that elevate this individual and his/her contribution above others.

ENTRY FORM

All entrants must complete this form or apply online. A separate form should be completed for each category entered (photocopies are acceptable). Evidence to support your entry should be no longer than 750 words and be accompanied by photographs where possible. Other supporting material, such as testimonials, case studies and/or technical descriptions, must be submitted where relevant.

Category entered:

If you are nominating somebody else, please complete this section.

Name of product/service/supplier entered:

Your name:

Company name:

Supplier/school name:

Address:

Address:

Tel:

Tel:

Email:

Email:

Contact name:

- I would like feedback at a cost of £80 per entry.
- Please sent me details of tables for the Awards evening.
- I would like this entry returned. I enclose the cost of this (P&P)

Send or email your completed entry and products to: ERA 2013, BESA, 20 Beaufort Court, Admirals Way, London E14 9XL
Closing date for receipt of entries: Monday 14th January 2013

For more information or help please call Chris Milton on 01622 623 164 or Caroline Wright on 020 7537 4997
or link to www.educationresourcesawards.co.uk and www.besa.org.uk/era13

