

Awards Submission Criteria, Information & FAQ's

Employer Brand International is committed to recognising employer branding excellence across all industries and company sizes.

The **2010 EBI Employer Branding Excellence National Awards - Italy** encourage companies to showcase their employer branding projects and contribute to the development of employer branding excellence throughout Italy.

So don't miss this opportunity to submit an entry for the 2010 Awards. **Submissions close 30 April 2010**

EBI Employer Branding Excellence Award categories

1. Category 1: Excellence in Employer Brand Strategy
2. Category 2: Excellence in Career Website Strategy
3. Category 3: Excellence in Recruitment Advertising
4. Category 4: Excellence in Leadership Development

All applications for the awards should address the following criteria:

Category 1: Excellence in Employer Brand Strategy *(under 800 words in total – applications close 30 April 2010)*

A well-defined and implemented employer brand strategy can have a significant impact on talent attraction, engagement and retention. This award is open to organisations that have successfully developed and implemented an employer brand strategy to attract and retain talent. The judges are looking for work that impacts the whole employee lifecycle from recruitment through to on-boarding, engagement and retention.

To ensure we understand the thinking, strategy and implementation behind your employer brand strategy and how it contributes to a positive employee experience; please answer the following questions in your submission:

a) Project Background

1. Provide an overview of the strategy
2. Discuss the research undertaken to define your employer brand and employer value propositions
3. What were the project objectives? e.g. increase application volume, increase quality of hire, increased engagement, reduced recruitment costs, etc
4. Detail the tactics used to implement your strategy

b) Project results

1. How well did your employer brand strategy achieve its objectives?
2. What metrics did you use and what were the results of the project?
3. How has the strategy translated into offline and online marketing and communication materials?
4. What effect did the strategy have on your business?

c) Creativity and uniqueness of strategy

Bonus marks will be awarded for evidence of creative and uniqueness in your strategy.

Awards Submission Criteria, Information & FAQ's

Category 2: jobrapido - Excellence in Career Website Strategy & Design

jobrapido

(under 800 words in total – applications close 30 April 2010)

Developments in internet technologies have been rapid and are assisting employers to attract the best minds in the marketplace for talent. The use of the internet platform for activities central to the employment experience has shifted the paradigm of the traditional recruitment process. The recruitment process is now being supported by social media integration, online RSS feeds, podcasting, blogs, rich media and e-recruitment technology platforms.

To ensure we understand the thinking, strategy and implementation behind your career website please answer the following questions in your submission:

a) Project Background

1. Provide an overview of the project
2. Discuss the research undertaken to develop your career website
3. What were the project objectives? e.g. increase application volume, increase quality of hire, increase website functionality, reduced recruitment costs, etc
4. Detail the tactics used for your project

b) Project results

1. How well did your career website project achieve its objectives?
2. What metrics did you use and what were the results of the project?
3. How did you engage your target audience and drive traffic to your career website?
4. What effect did the project have on your business?

c) Creativity and uniqueness of career website

Bonus marks will be awarded for evidence of creative and uniqueness in your career website.

Awards Submission Criteria, Information & FAQ's

Category 3: Excellence in Recruitment Advertising

(under 800 words in total – applications close 30 April 2010)

Recruitment advertisements may be the first experience of a company for a candidate, and the impression they make goes a long way to determining interest in the vacancy being advertised. Best in class recruitment advertising captures the essence of the organisation's employer value proposition(s) and is aligned with the company's culture and values.

To ensure we understand the thinking, strategy and implementation behind your recruitment advertising campaign please answer the following questions in your submission:

a) Project Background

1. Provide an overview of the project
2. What were the project objectives? e.g. increase application volume, increase quality of hire, increased engagement, reduced recruitment costs, etc
3. Who was the target audience?
4. Detail the tactics used to communicate your employer brand positioning and employer value proposition in your campaign

b) Project results

1. How well did the recruitment advertising campaign achieve its objectives?
2. What metrics did you use and what were the results of the campaign?
3. Which media channels did you use for your campaign?
4. What effect did the campaign have on your business?

c) Creativity and uniqueness of career website

Bonus marks will be awarded for evidence of creative and uniqueness in your campaign.

Awards Submission Criteria, Information & FAQ's

Category 4: Excellence in Leadership Development

(under 800 words in total – applications close 30 April 2010)

EBI's latest global research shows the most effective branding activity a company could undertake is to "build a leadership development program to equip leaders with the capabilities to better manage the employment experience" (*EBI Employer Branding Global Research Study 2009*)

To ensure we understand the thinking, strategy and implementation behind your leadership development program please answer the following questions in your submission:

a) Project Background

1. Provide an overview of the project
2. Discuss the research undertaken to define your program
3. What were the project objectives? e.g. increase leadership capability, increase employee engagement, decrease turnover, etc
4. Who was the target audience for your program?

b) Project results

1. How well did the leadership development program achieve its objectives?
2. What metrics did you use and what were the results of the program?
3. How has the program impacted on your employer brand?

c) Creativity and uniqueness of career website

Bonus marks will be awarded for evidence of creative and uniqueness in your leadership development program.

FAQ's

The following should serve as a guide for assisting you with your application.

1. How long should our application be?

As a guide applications should be under 800 words in total. You may use some bullet points.

2. Eligibility

To be eligible, program and achievements must be demonstrated (either in part or full) during the period 1 January 2009 through 28 February 2010).

3. Submission closing date

Entries will be accepted until 30 April 2010.

4. Are there any costs to participate?

NO, all entries are free!

5. Who Can Participate?

All organizations or vendors and service providers on behalf of organizations are eligible and encouraged to apply including:

- Organizations with an office in Italy
- Large enterprises, and small to medium-size businesses
- All industry sectors including private sector, government and not for profit

Note: Although vendors and service providers are not eligible, we encourage them to assist their client company in submitting their application.

6. What type of supporting creative are we looking for?

Supporting Materials for all Categories may include PDF Samples or Links to:

- Microsite/Custom Website
- Blogs
- Community/Social Networking sites
- Emails/Newsletter/s
- Mobile Applications, Podcasts or Videos
- Print Ads

Please attach any images, PDF's or website links to assist in our judging process, and relevant materials, such as emailers, newsletters, website and/or landing pages or other or collateral and that demonstrates your strategy or communications.

FAQ's

7. What type of information on metrics or demonstrated ROI are we seeking?

We are seeking information on metrics you have defined for your project and a description of how your project performed against these. You may also describe future benefits (e.g. reduced recruitment costs) and projections.

8. Who will be judging entries?

An expert panel of EBI senior Associates and Advisory Board members from around the world.

9. When and how will the winners be announced?

Finalists will be notified in early May and announced Thursday 27 May 2010 during an awards cocktail evening in Milan following the 2010 Italian Employer Branding Summit.

10. How to present your entry

- Entries should be presented in PDF and submitted by email
- Supporting material such as examples of published creative, copies of online communication materials, screen grabs of advertisements, websites, etc should also be sent by email
- For examples of other supporting merchandise such as T-Shirts, Mugs, Point of Sale etc, please take photos of the material and include as a pdf or jpg in your application

11. Submit your application to:

andrea@employerbrandinternational.com

12. Further questions

Please email questions to: awards@employerbrandinternational.com

We look forward to receiving your submissions!

