

QUEEN'S AWARDS FOR ENTERPRISE

The most prestigious awards
for UK businesses



Purpose of this toolkit

This toolkit outlines the ways your organisation can raise awareness of the Queen's Awards for Enterprise among your members and followers so they can apply.

The Queen's Awards for Enterprise are the most prestigious awards for UK businesses. Since the Awards' inception in 1965 over 7000 companies have won a Queen's Award.

Winning an Award offers businesses multiple benefits, including global recognition, boosting staff morale and increasing growth.



[CLICK HERE](#) to access your Stakeholders Pack



Social Media content

Suggested Messaging

- The #QueensAwards is a royal seal of approval for the UK's most outstanding businesses. Apply today [LINK]
- Past #QueensAwards winners have achieved worldwide recognition and a boost to staff morale. Apply now [LINK]
- Past #QueensAwards winners have reported increased commercial value and greater press coverage. Follow in their footsteps – enter here [LINK]
- Does your company have a flair for innovation? Get the recognition you deserve with #QueensAwards [LINK]
- Expanding your horizons? Apply for the #QueensAwards in International Trade and help boost your sales [LINK]
- Investing in your workforce? Apply for the #QueensAwards in Promoting Opportunity [LINK]
- Have you got what it takes to be a #QueensAwards winner in Sustainable Development? Apply today [LINK]

Please use the following tracked link in all social media Queen's Awards content: <https://goo.gl/ezewmz>

CLICK HERE to download our social media graphics

Number of this year's **Queen's Awards** winners across the UK



Promote the Awards

Raise awareness by:

- Including articles in your newsletters and member magazines
- Including information on your websites
- Hosting talks or webinars about the Queen's Awards
- Inviting the Queen's Awards team to talk at your events
- Encouraging your members/clients/partners to apply

[CLICK HERE](#) to access your promotion tools



Benefits of winning a Queen's Award

- Global recognition that your company is outstanding in its field
- Boost staff morale
- Increase sales
- Increase exports
- Potential opportunities to work with government on the development and testing of policies and initiatives
- Buckingham Palace Reception



73% of winners in the International Trade category directly attributed increased sales to winning a Queen's Award*

*research of International Trade winners between 2012—2015 conducted by the University of Strathclyde



How to apply

- Almost all **UK businesses** (including non profit) can apply.
- The application process is **free**.
- All applications must be made **online**.
- You may apply for **more than one** category.
- The application process for the 2019 Queen's Awards for Enterprise closes at midday on Wednesday **12th September 2018**.
- All entry forms, eligibility criteria and information on how to apply is available at <https://goo.gl/ezewmz>



Awards background

The Queen's Awards for Enterprise recognise and encourage the **outstanding achievements of UK businesses** in the fields of:

- Innovation;
- International Trade;
- Sustainable Development; and,
- Promoting Opportunity (through social mobility).

The UK is full of **exciting and innovative** businesses and the Queen's Awards for Enterprise is a great way of celebrating their success.

Whether a small business with a great innovative product or service, or a larger company running an impressive social mobility programme, this award is a **prestigious way to recognise your contribution to enterprise**.

The Queen's Awards for Enterprise are open to applications from almost all businesses of all sizes throughout the UK in every sector.

[**CLICK HERE**](#) to access your promotion tools



Contact us



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www.gov.uk/queens-awards-for-enterprise



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