

# BUSINESS CONTINUITY, RECOVERY AND SUCCESS FOLLOWING ON FROM THE COVID-19 PANDEMIC

## PROFILE (150 WORDS)

Should this entry progress to finalist status, the copy you provide below may be used as part of ukactive's PR campaign to promote the Awards and your achievements. This should provide a brief overview of your business and the market you serve and highlight key areas of your successful entry. Please include your social media (Twitter, Facebook, Instagram etc) handles and avoid sharing any confidential/sensitive information in this section.

## ELEVATOR PITCH (250 WORDS)

Imagine you have 20-30 seconds to make the judges sit up and pay attention

**Include:**

- Why do you think you deserve to win this award?
- What are you bringing to the table that is new, unique or innovative?

## ENGAGEMENT AND RATIONALE (300 WORDS)

Describe how your organisation has adapted, adjusted and developed throughout the Covid-19 pandemic and during the ongoing recovery. How has the business successfully dealt with the challenges posed by Covid-19 to ensure continuity and sustained delivery to your customers' / audience needs.

**Include:**

- How did your approach change, or how was it developed specifically to the Coronavirus pandemic and subsequent recovery?
- Member engagement, campaigns, marketing and/or activation
- Use of digital platforms and processes
- Has your programme, project or initiative evolved or adapted since initially launching? If so, what were the reasons for doing so?
- How did you find out what your audience wanted and how did you reach your audience?

## IMPLEMENTATION (300 WORDS)

How did you have to work with key groups or influence stakeholders in order to manage the challenges of the pandemic?

**Include:**

- Who your stakeholders are
- How you have had to change the ways you engage with your stakeholders
- How did you work with stakeholders/partners to deliver effective change?

## IMPACT REVIEWS (300 WORDS)

What impacts has your engagement had on your audience/customer base?

**Include:**

- What evaluation and measurement did you carry out?
- How did you use reviews to continue to develop the continuity?

## LOOKING AHEAD (300 WORDS)

Looking ahead, what plans do you have in order to carry on your engagement?

**Include:**

- What are your plans for the future?
- Is the new/evolved way in which you work only temporarily or something that will carry on?
- What is the expected benefit of these plans going forward?



# A W A R D S

