

# INNOVATION AWARD

## 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?

### MARKING GUIDE

**Max 6 marks**

- Clear summary of entry that grabs the judges attention.
- Clear description of what's new, unique or innovative.

## ENGAGEMENT AND RATIONALE (300 WORDS)

Describe the event, campaign or activity, outlining its rationale, your strategy and key objectives?

**Include:**

- What the reach/participation numbers were for your event, campaign, activity, engagement or programme.
- Who your target market is.
- Why is it deemed innovative?

### MARKING GUIDE

**Max 8 marks**

- Clear description of event, strategy, target market, and engagement.

## IMPLEMENTATION (300 WORDS)

How did you engage with your stakeholders?

**Include:**

- Who your stakeholders are.
- How you delivered communications and engagement in the run up to delivery.

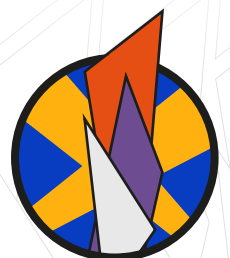
### MARKING GUIDE

**Max 8 marks**

- Clear identification of stakeholders, and communication and engagement plans throughout implementation.



# AWARDS



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## IMPACT REVIEWS (300 WORDS)

What impacts did your event, campaign, activity, engagement or programme have on your audiences?

**Include:**

- What measurement and evaluation you carried out.

### MARKING GUIDE

Max 8 marks

- Clear identification of systems to measure success with statistical evidence and examples provided.

## LOOKING AHEAD (300 WORDS)

Looking ahead, what plans do you have to evolve and improve your offer?

**Include:**

- How you will broaden its impact.
- How you will future proof them to ensure long term growth and success.
- How will innovation be main streamed?

### MARKING GUIDE

Max 6 marks

- Clear description on future plans and broader impact that are sustainable, researched and realistic.



# AWARDS

