

## **CAMPAIGN OF THE YEAR (FIRE, HEALTH & SAFETY)**

This category is designed to recognise the implementation of a campaign that has led to significant improvements to any of health, safety, fire safety to persons or premises. The implementation of this campaign must not have taken place any earlier than 1 January 2018 and any campaign launched prior to this date are not eligible for entry.

### **Key tips for your entry**

#### 1. Keep information simple

Please keep your sentences short and easy to understand. Not all of the judges are technical experts so please don't assume they will know acronyms or technical lingo. Simply submit your text in language that is clear, precise and simplistically highlights the merits for its submission.

#### 2. Product must be new

We will disqualify any entry that was launched prior to 1 January 2018 so please ensure that your entry meets this criteria or it will not be accepted. Your campaign must have been successfully launched no earlier than 1 January 2018. If it is found to have been launched prior to that date you will be disqualified.

3. You do not have to be an exhibitor of the Fire Safety Event, Health and Safety Event or any other exhibition organized by Western Business Media to be eligible to enter the awards.

#### 4. Provide detail about the performance of the campaign

The judges need to know details on how and why the campaign was launched and the positive impact it has made. Please provide verifiable evidence that the initiative has resulted in significant improvements to either the health, safety, fire safety or security of persons or premises.

#### 5. Legal proceedings

If your company has been subject to any prosecution in relation to fire safety law or health and safety law since 1 January 2018, or has been subject to any enforcement notices, then your entry will automatically be disqualified.

The following entry questions are to be used for the campaign of the year category below:

Campaign Name

Campaign Website

Campaign Description (max 50 words)

Campaign Launch Date

Q1. In no more than 250 words, please provide details on why the campaign was created and what were the aim(s) of the campaign.

Q2. In no more than 250 words, please tell us how you implemented the campaign and include details on any partners or key stakeholders.

Q3. In no more than 250 words, please detail the results of the campaign including evidence of any measurable improvement to health, safety, fire safety or security for individuals or premises.

Q4. In no more than 50 words, please write a profile/summary of your campaign. This will be used for the judging panel as well as for publicity purposes on the Awards night