

How to Enter:

All companies/individuals should complete as many questions as they can on the Company Fact Sheet. This is not compulsory, and you may choose to skip some questions if this is not information that your company discloses. However, please keep in mind that the information you supply is confidential and is integral in helping our judges make an informed decision.

Your entry can be submitted in either Japanese or English.

ALL INFORMATION WILL REMAIN CONFIDENTIAL AND BE USED FOR JUDGING PURPOSES ONLY

Your cooperation will enable our judges to form their decisions, not only on your 1,500-word entry, but also based on the size, performance, sector, and specialist characteristics that are unique to your business.

* You can still enter any category without a completed Company Fact Sheet.

* You can enter as many categories as you wish.

IMPORTANT:

All the pages that make up your entries for the TIARAs must be completed in **Word** or **Google docs** format and **not as a PDF**. Your entry should not exceed 1,500 words.

Please do not attach pictures, graphs or logos, as these will be stripped out! We will judge you on your company performance, not your graphic design skills.

All entries must be paid for—you can do this through Custom Media in local currency.

Please read the following awards criteria and answer accordingly.

As this is the first awards event since the Covid-19 pandemic began, entries can consider company performance during both 2020 and 2021. Consider any reference to “the last year” or “the last 12 months” as being suited to both 2020 and 2021 in this case.

Good luck and we look forward to receiving your entries.

Once your entry is complete, please email it to James Greer and David Head:

james@custom-media.com and david@talint.co.uk

After you have read the criteria please fill out:

Page 1: Company Fact Sheet (as much as you can)

Pages 2 & 3: The entry itself, which addresses the award criteria—ideally on 2–3 pages of A4.

AWARDS CRITERIA

The Banking & Finance Recruitment Company of the Year

This award is open to companies that have achieved impressive results in the banking and finance sectors in the country over the past three years. When talking about results, this means more than billings, it includes showing how your company has built a solid rapport with its clients, how strong its future prospects are, and what really sets it apart from the competition. How has your company innovated in a competitive marketplace that has been affected by the global Covid-19 pandemic? Then, show through your financial performance that your business is growing and successful.

Demonstrate to the judges that you have a clear and proven strategy that includes a career development plan for your own employees with an ongoing commitment to their training and development. What are your retention levels and what makes you an employer of choice?

Back up your submission with two strong testimonials from your clients and let us know why you should win this accolade.

Convince the judges that your company is the best banking and finance recruiter in the business.

The IT & Technology Recruitment Company of the Year

This award is open to companies that have achieved impressive results in the IT and technology sectors in the country over the past three years. When talking about results, this means more than billings, it includes showing how your company has built a solid rapport with its clients, how strong its future prospects are, and what really sets it apart from the competition. How has your company innovated in a competitive marketplace that has been affected by the global Covid-19 pandemic? Then, show through your financial performance that your business is growing and successful.

Show the judges that you have a clear and proven strategy that includes a career development plan for your own employees with an ongoing commitment to their training and development. What are your retention levels and what makes you an employer of choice?

Back up your submission with two strong testimonials from clients and let us know why you should win this accolade.

Convince the judges that your company is the best IT and technology recruiter in the business.

The Healthcare & Life Sciences Recruitment Company of the Year

This award is open to companies that have achieved impressive results in the healthcare and life sciences sectors in the country over the past three years. When talking about results, this means more than billings, it includes showing how your company has built a solid rapport with its clients, how strong its future prospects are, and what really sets it apart from the competition. How has your

company innovated in a competitive marketplace that has been affected by the global Covid-19 pandemic? Then, show through your financial performance that your business is growing and successful.

Show the judges that you have a clear and proven strategy that includes a career development plan for your own employees with an ongoing commitment to their training and development. What are your retention levels and what makes you an employer of choice?

Back up your submission with two strong testimonials from clients and let us know why you should win this accolade.

Convince the judges that your company is the best healthcare and life sciences recruiter in the business.

The Media Recruitment Company of the Year

This award is open to companies that have achieved impressive results in the media sectors in the country over the past three years. When talking about results, this means more than billings, it includes showing how your company has built a solid rapport with its clients, how strong its future prospects are, and what really sets it apart from the competition. How has your company innovated in a competitive marketplace that has been affected by the global Covid-19 pandemic? Then, show through your financial performance that your business is growing and successful.

Show the judges that you have a clear and proven strategy that includes a career development plan for your own employees with an ongoing commitment to their training and development. What are your retention levels and what makes you an employer of choice?

Back up your submission with two strong testimonials from clients and let us know why you should win this accolade.

Convince the judges that your company is the best media recruiter in the business.

The Best Workforce Solutions Recruitment Company of the Year

Recruitment is now much more than just placing temporary dispatch workers and filling permanent roles. This award is open to companies that have achieved impressive results in providing wider workforce programs in the country over the past three years. This includes Talent Solutions, statement of work, RPO, Managed Service Programs or Interim Management. When talking about results, this means more than billings, it includes showing how your company has built a solid rapport with its clients, how strong its future prospects are, and what really sets it apart from the competition. How has your company innovated in a competitive marketplace that has been affected by the global Covid-19 pandemic? Then, show through your financial performance that your business is growing and successful.

Show the judges that you have a clear and proven strategy that includes a career development plan for your own employees with an ongoing commitment to their training and development. What are your retention levels and what makes you an employer of choice?

Back up your submission with two strong testimonials from clients and let us know why you should win this accolade.

Convince the judges that your company is the best workforce solutions recruiter in the business.

The Technical & Industrial Recruitment Company of the Year

This award is open to companies that have achieved impressive results in the technical and industrial sectors in the country over the past three years. When talking about results, this means more than billings, it includes showing how your company has built a solid rapport with its clients, how strong its future prospects are, and what really sets it apart from the competition. How has your company innovated in a competitive marketplace that has been affected by the global Covid-19 pandemic? Then, show through your financial performance that your business is growing and successful.

Show the judges that you have a clear and proven strategy that includes a career development plan for your own employees with an ongoing commitment to their training and development. What are your retention levels and what makes you an employer of choice?

Back up your submission with two strong testimonials from clients and let us know why you should win this accolade.

Convince the judges that your company is the best technical and industrial recruiter in the business.

The Executive Search Company of the Year

This award is open to executive search consultancies that have achieved impressive results in their chosen disciplines across the country over the past three years. When talking about results, this means more than billings, it includes showing how your company has built a solid rapport with its clients, how strong its future prospects are, and what really sets it apart from the competition. How has your company innovated in a competitive marketplace that has been affected by the global Covid-19 pandemic? Then show through your financial performance that your business is growing and successful.

Show the judges that you have a clear and proven strategy that includes a career development plan for your own employees with an ongoing commitment to their training and development. What are your retention levels and what makes you an employer of choice?

Back up your submission with two strong testimonials from clients and let us know why you should win this accolade.

Convince the judges that your firm is the best executive search company in the business.

The Best CSR (Corporate Social Responsibility) Initiative

For this award we are looking for a recruitment organization whose CSR initiative fully supports its business and its beliefs, goals, and ethics. We are looking for your long-term commitment to your initiative creating sustainability within your chosen cause/charity. We want to hear how you have created full engagement throughout the business, allowing as many members of staff as possible to get involved. It is not just about how much you have raised, but more about how well you have used your resources, time, and energy to benefit your cause.

We want to know why you have supported this charity, what specific activities you have performed, and how these have not only benefited the charity, but your organization too. A testimonial from the beneficiary is a given.

How have you been able to maintain your CSR during the Covid-19 pandemic?

Consideration will be given to the business, its size, and number of employees—do you punch above your weight when it comes to CSR?

The Diversity & Inclusion Champion

The Diversity & Inclusion Champion Award is an acknowledgment bestowed upon a company that actively promotes inclusive excellence. This business and its people contribute to and enhance not only themselves, but also the reputation of the recruitment industry through a sustained commitment to improving opportunities for the diverse communities it serves.

The Diversity & Inclusion Champion Award recipient will clearly demonstrate an exceptional understanding of diversity and inclusiveness beyond the expected norm, as shown by the following:

- Enhancing inclusion through positive communication between people of different backgrounds
- Developing innovative methods for increasing and valuing diversity throughout the recruitment process
- Demonstrating outstanding efforts to promote an environment free from bias and discrimination
- Organizing, creating, and facilitating various candidate and client events promoting diversity, respect, and inclusiveness

How have you been able to maintain your Diversity & Inclusion program during the Covid-19 pandemic?

The Growth Company of the Year

Using the previous three financial years' results to support their entries, nominees will be required to detail the profitability of their businesses, fully map out their growth and share the financial information that supports the application.

The judges will take into account the size of the business as well as its split between temp/contract and perm. Sector specialization is also factored in, so that the winner really can claim to be **the** growth company of the year.

Special consideration is made to those who can clearly demonstrate that their company's growth is sustainable.

What measures were you able to take to mitigate the effects of the Covid-19 pandemic?

The Best Small Recruitment Company to Work for: (Under 50 employees)

The Vincere Best Large Recruitment Company to Work for: (Over 50 employees)

Please explain why your company should be considered for these award categories. Include all the relevant information that you feel will support your case. What makes you unique and therefore an employer of choice? Why do you stand head and shoulders above your competitors? If a prospective recruiter had to choose between your company or a competitor, why would they choose you? How did you innovate and maintain your people during the Covid-19 crisis?

You must have a solid track record of success and this success should flow through every aspect of your business. Quote retention levels and list previous achievements as well as other awards and accreditations. Show the judges that you have a clear and proven career development plan with an ongoing commitment to training as well as a strong staff incentive scheme.

The judges will want to know how many employees you have and what your split is between male and female employees, both across the board and at the director level. They will also want to know how you address diversity and other employee engagement programs. Why should you win this award?

The Outstanding HR & Recruitment Professional of the Year

This award is for an individual working within an executive search company, a recruitment company, or an associated staffing specialist. Why is this person so exceptional: are they more than just a big biller? How were they able to remain productive during the Covid-19 pandemic?

What do they do that is far above and beyond their day job? How do they impact the rest of your employees and what else do they contribute to the HR and staffing world?

Best Newcomer – The Rising Star

Open to recruitment companies that are between one and three years old, this award looks at which companies have had a major and immediate impact on their marketplace. What have they already achieved which has catapulted them to stardom? The judges will want to see what the new business brings to its marketplace—just what does it do to innovate in that sector?

How were you able to still grow and improve the business during the Covid-19 period?

Back up your entry with a testimonial from a customer who has recognized your new service offering.

The Business Leader of the Year

Is your business led by a visionary leader, an individual who has specifically driven the business to a different level? Our judges would like to see financial results over the last three years to back up their claims, as well as looking at what actions they have taken in 2020 and 2021 to make them an outstanding candidate for the award this year. Has the person opened new divisions, new territories, or new business lines? Have they drastically changed the face of the organization?

What is it that makes this individual really stand out? How did they handle the Covid-19 period? What have they done that is exceptional, how are they viewed by the company's employees, and how have they gone that extra mile to illustrate they deserve this award? How are they perceived outside of the industry for the work they do in it? Have they been recognized by other entrepreneurial awards programs?

Judges' Tips and Pointers

- Ensure each point of the criteria is addressed—if you don't meet one of them, best to say so (this saves the judges from trying to find it in vain!).
- Fill out the numbers: they are confidential and frame how the business is performing. If your numbers are not "healthy" (e.g. profit is down, despite higher turnover), it's a good idea to explain why this is.
- Provide evidence and third-party endorsements to back up the points being made with testimonials from all three key stakeholders: candidates, clients, and consultants.
- Stick to the word count, avoid heavy formatting, and bullet point your answers to help visually.
- Really explain why you should win the award THIS year.
- Don't use only 1,000 words when you are given 1,500 words—UNLESS you totally nail it.
- Don't use the word "evidence" without supplying data to support it.
- Be passionate and real—and talk about the people who make up your business.
- Not providing your financials when the submission doc demands them? Silly!
- You tell us a fact but offer no data to support it—e.g., our interview-to-placement ratio is industry leading? Really, what is it actually?
- Avoid too many generic comments, such as "we provide outstanding client service" or "we provide a dynamic working environment for our staff and excellent opportunities for progression." Back up these claims with as many facts as possible—for example, client and contractor surveys, testimonials, staff satisfaction surveys, and staff retention rates. We are also seeing an increase in the number of agencies who monitor their Net Promoter Scores.
- If possible, the investment in training should be quantified in terms of hours and monetary value and the return on that investment should also be reported in an awards entry. That could, for example, translate into the number of promotions, an improvement in net fee income, margins, client retention, or staff productivity.
- Judges are increasingly looking for examples of CSR initiatives, as well as a focus on diversity and inclusion in the workforce.
- Don't get fixated on one thing about your business that you think you do amazingly well—others may not think it is that important, or that great.
- Make sure the vision and strategy of the business are clearly and concisely articulated in the written submission—don't waffle or give an unclear message. You need to be crystal clear and punchy.
- Be prepared to answer the question: how will winning this award affect your business? Or, what are you going to do about it if you win this award?
- Avoid "management speak" or clichéd/overused industry phrases—chances are, somebody before you has already used them, and it will weaken your pitch. Keep it factual and clear.
- You won't win an award based on things you are going to do, only on things you have actually done (and have evidence for—both the doing, and the effectiveness of what you've done). Don't try to sell your vision of what your business will be like in two years'

time, or what you want it to be. You'll only win it based on what it is now, and what it already does.

- In summary, winning an award can provide real benefits for recruitment agencies, but success will not come down to offering staff free bowls of fruit and reward trips. Rather, the entry needs to be crammed full of evidence to demonstrate how you set yourself apart from other agencies in an incredibly crowded market.