



College Marketing Awards
Prospectus **2017**

Introduction

The College Development Network (CDN) Marketing Awards is a key event in the sector's calendar.

Designed to recognise and celebrate the excellent marketing and communication practice taking place in colleges, the awards have previously attracted inspirational entries from colleges all over Scotland.

The changes faced by the sector and the ever-shifting digital landscape have presented both opportunities and challenges to Marketing and Communications teams. The CDN Marketing Awards provide your organisation with a unique opportunity to demonstrate the contribution of these teams to the overall achievement of college objectives and outcomes and to receive well deserved recognition.



Be recognised for your marketing and communication excellence and enter your submission now, all the information you need is contained within these pages. The winners will be announced at a Gala Dinner in March 2017, where you could receive a highly sought after award!

Candy Munro
Acting Chief Executive
College Development Network



Entries are invited in the following categories

Communications and PR

This category is open to activity which demonstrates excellence in communications and PR activity for session 2015-16. The judges will be interested in clear evidence around your strategic and planning processes as well as measurement methodologies.

Judges will be looking for a clear story and evidence that demonstrates:

- **The overall campaign/activity objectives and how they were identified, supported with relevant data**
- **A clear planning process, including a detailed description of all the tactics and why they were chosen**
- **Budget setting and control, with a summary of planned and actual costs, including any other resources used (including any input from an external agency)**
- **The outputs and outcomes achieved, with an explanation of how activity and results were monitored, measured and evaluated, including data for outputs and outcomes as they relate to the overall communication objectives**
- **Evidence of return on investment (ROI).**

Customer Experience

This category is open to activity which demonstrates excellence in customer service for session 2015-16. Entries should describe a specific initiative and provide evidence of engagement across the college.

Judges will be looking for evidence indicating:

- **Initial research undertaken to identify need**
- **The initiative itself and the context in which it was developed – including overall objectives and intended outcomes**
- **The target audience**
- **Evidence of customer and employee engagement in implementing and developing the strategy**
- **Who planned, organised and managed the initiative**
- **Costs for each part of the initiative including staff time**
- **Marketing and communication activities undertaken as part of the project**
- **The results flowing from the initiative (including all financial and non-financial improvements) and evidence of how this has improved overall results**
- **Evidence of continuous review and improvement and how this will be developed in the future.**

Design

This category is open to projects/activities which demonstrate excellence in design for session 2015-16. Judges will be looking for evidence which clearly demonstrates:

- **Initial research undertaken and demonstration of clear design process**
- **Target Audience(s) and who the design was for (which college department)**
- **Design Brief objectives and use of all related branding**
- **Sketchbooks**
- **Concept – high level of creativity and originality and underpinning rationale for the concept selected**
- **In-house design or agency (or combination of both)**
- **How the design supported, and brought to life, key messages**
- **How the design was integrated with other related activities and test marketed**
- **Budget/Cost**
- **Use of colour, materials, photography, typography and copy; and use of design on different 'platforms'**
- **How the design concept met the original brief and evaluation of impact and effectiveness of the design**
- **Evaluation (please include research findings).**

Digital Marketing

This category is open to activity relating to websites, digital media and social networking communications. Entries should demonstrate innovation in the use of technology to support the recruitment of students for session 2016 or the development of customer relations for session 2015-16.

Judges will be looking for evidence which clearly demonstrates:

- **Overall objectives for the item along with initial research undertaken**
- **Cost of design**
- **Cost of production**
- **Target audience**
- **Rationale for choice of media, content, key messages, design, usability and accessibility**
- **How the rationale was arrived at**
- **Who designed and managed the production of the item (please specify the extent of involvement of any external agency)**
- **Role of the marketing function in the development**
- **Future plans for updating**
- **Ease of use for customers**
- **How the item was promoted online and/or offline**
- **Evaluation (please include research findings).**

Events

This award is designed to recognise the combined team effort that is required to successfully plan, organise and manage an event for learners/stakeholders/customers which led to positive outcomes for the college. If this is a recurring event, please provide evidence showing how the event has changed/improved since last year. The event must have occurred within session 2015-16.

Judges will be looking for evidence which clearly demonstrates:

- **Rationale and objectives for the event including initial research undertaken**
- **Significance in achieving objectives through the imaginative and innovative use of resources**
- **Event timescale/period**
- **Target audience**
- **Who planned, organised and managed the event (please include reference to any external agency support)**
- **Costs for each aspect including, for example, staff, technology, equipment, venue costs, catering, etc**
- **Marketing and communication activities undertaken as part of the project**
- **How the team was managed to achieve the most effective outcomes**
- **Event evaluation including event impact, evidence of success, level of success in line with budgetary expectations, achievement of initial objectives.**

Integrated Marketing Campaign

Entrants should submit an integrated marketing campaign for session 2015-16. The campaign should demonstrate how a variety of elements in the marketing mix were used and how they were brought together to achieve the campaign's objectives.

Judges will be looking for evidence which clearly demonstrates:

- **Initial research undertaken**
- **Overall campaign objectives and the context in which the campaign was developed**
- **Campaign period/timescales**
- **Target audience and key messages**
- **Who designed, implemented and co-ordinated the campaign (please specify the level of involvement of any external agency)**
- **Approach taken to implement the campaign**
- **Rationale for selection of media**
- **Rationale for design (if applicable)**
- **Costings for each part of the campaign**
- **Internal communication mechanisms used to raise awareness of the campaign**
- **Evidence of good media coverage**
- **How responses were handled and fulfilled**
- **Evaluation of the campaign's effectiveness (supporting research).**

Internal Communications

This award is open to projects which evidence effective and successful internal communications. The work you submit must reflect internal communications for the session 2015-16 and should have engaged staff and improved organisational performance. Entries could include but are not limited to newsletters, magazines, social media, intranet, micro sites, etc.

Judges will be looking for evidence indicating:

- **Clear identification of the organisational needs addressed and evidence of initial research undertaken**
- **The outcomes sought and evidence of quantifiable objectives and timelines**
- **The internal communication activities undertaken as part of the project**
- **The strategy and tactics adopted and justification for the approach**
- **The success of the communication undertaken**
- **How the success of the communication was evaluated against the outcomes specified**
- **How the communication was integrated with other activities**
- **The budget utilised in planning, implementing and evaluating the communication.**

Market/Marketing Research

Entrants can submit any college-related market/marketing research study which they have undertaken. This could include, for example, research relating to the development of new ideas and concepts, development of website, evaluations, or the effectiveness/impact of college marketing materials.

Market/marketing research activities which have been included in support of submissions in any other category may be submitted in their own right for this category. In addition, any market/marketing research studies with a sound methodological base will be considered, irrespective of the scale of research activities. The Judges are interested in the methodology and impact of research findings on practice rather than the size of the research project.

Judges will be looking for evidence which clearly demonstrates:

- **How a sound approach to research has then informed the decision-making process for session 2015-16**
- **Rationale for/purpose of the research**
- **Research aims/objectives**
- **Who wrote, designed and managed the project (please specify the level of involvement of any external agency)**
- **Both the rationale for and type of methodology used**
- **Summary of results (including any conclusions drawn/recommendations made)**
- **Extent to which research aims/objectives were met**
- **Extent to which the rationale for/purpose of the research was fulfilled**
- **Extent to/means by which the output of the research was utilised.**

Promotional Literature

Entrants should submit on or off-line promotional literature designed to target specific markets, for example, a guide for business, international, evening or leisure prospectus, or your college prospectus, for 2016.

Judges will be looking for evidence which clearly demonstrates:

- **Initial research undertaken**
- **Size of print run**
- **Cost of design and production (in-house designers' time should be included in this cost)**
- **Cost of printing**
- **Final cost per copy**
- **Who wrote, designed and managed the production of the publication (please specify the level of involvement of any external agency)**
- **Overall objectives of the publication**
- **Target audience**
- **Rationale (context, key messages, format, design)**
- **Method of distribution/promotion**
- **Response mechanism**
- **Evaluation of the literature's impact and effectiveness.**

Students' Award for Website

This award for the website category is judged and awarded by students. You are not required to submit a report or supporting documentation for this category.

Submitting an Entry

Entering the CDN Marketing Awards is easy – complete the Award Entry Form in accordance with the Award Entry Rules and guidelines for each category. Awards Rules can be found on the subsequent pages of this prospectus.

Award Entry Forms - [click here](#)

Please return your completed application form to barbara.slater@cdn.ac.uk

If you have any queries about submitting an entry, please contact:

Wendy Grindle, on Tel: [01786 892005](tel:01786892005) or

Email: wendy.grindle@cdn.ac.uk

Please note: CDN cannot accept any responsibility for the loss or damage of any entry.

Judging

All entries will be considered by our expert panel of judges. The judging process for these awards is independent and CDN will not be involved in any decisions regarding the shortlist or final judging.

Awards

Winning entries will receive a specially designed certificate stating whether the entry is a Gold, Silver or Bronze winner. Judges may also announce a 'Grand Prix' award for any outstanding entry, which they feel merits recognition.

Award Entry Rules

All entrants must complete the entry form and return it to barbara.slater@cdn.ac.uk

- All entries must be accompanied by a report of no more than 1,000 words
- Colleges should submit one electronic copy of every submission
- All entries must be collated and returned by one co-ordinating person at the institution to whom all future correspondence will be addressed
- Award submissions must be written by college marketing staff, not by an external agency
- Colleges may enter as many categories as they wish
- Colleges may submit no more than two entries per category
- All award entries must be recent projects, not previously entered
- CDN cannot accept any responsibility for the loss or damage of any entry
- No receipts will be issued and copies of submissions will not be returned
- The judges' decision will be final and no correspondence or discussions will be entered into regarding the selection of winners
- The final announcement of winners and runners-up will be made at the CDN Marketing Awards Dinner in March 2017
- Winning entrants may be asked to contribute to a webinar in 2017
- Cheques/Purchase Order numbers should be addressed to College Development Network.

Entry cost is £35 per single entry.

The deadline for entries is Tuesday 06 December 2016.
Please note: No entries will be accepted after this date.





MARKETING
WARDS 2017



College
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Leading
Creating
Sharing