

Your guide to creating a winning entry



awards.bridalbuyer.com

Your essential guide

Over the past 19 years, The Bridal Buyer Awards have brought the companies and individuals who have excelled into the spotlight, applauding their success and rewarding the finest achievements in the industry.

Winning one of these coveted awards puts you among some of the most highly-regarded names in the sector and, as a reflection of that standing, winning one is not only a great accolade but a great challenge.

We've put this brochure together to guide you through the entries process, but if there's anything else that you'd like to know, please don't hesitate to get in touch with a member of our team.

The Awards evening will take place on 13 September 2021, during The Harrogate Bridal Show, at The Harrogate Convention Centre. The spectacular black-tie event attracts an audience of more than 600 guests for a glamorous evening of dinner, dancing and the all-important awards ceremony.

We wish you the best of luck, and look forward to seeing you in September.

The Bridal Buyer Awards Team



“We're delighted to have such a prestigious award. It means the world to us to have this kind of recognition.”
Peony Bridal

Top tips for creating a winning entry

1. Read the criteria and answer the questions directly - it sounds obvious but many entries fail to do this and the judges constantly check and recheck the criteria in the process.
2. Submit any supporting materials that are relevant and asked for, so that the judges can have all the information presented to them.
3. Be concise as well as comprehensive. While it's valuable to provide as much relevant information as possible your chances of success will be improved if you can make very clear, very quickly, how your entry meets the criteria and what makes it stand out.
4. Be as specific as possible. A statistic that illustrates success will be more powerful than a generic comment.
5. Choose your categories carefully. One or two powerful entries in categories in which you have excelled stand a better chance of success than across the board entries in every category.
6. Remember that the information you provide remains confidential to the judges. You can be confident that information which may be seen as sensitive will not be shared more widely – and such information often provides the best illustration of success.
7. The Bridal Buyer Awards are an annual event. Therefore judges want to see what your company has done in the past year that sets you apart from the competition.
8. Answer every question on the entry form but do not exceed the word count.

Categories and Criteria

RETAILER CATEGORIES

- Bridalwear Retailer of the Year, England
- Bridalwear Retailer of the Year, Ireland
- Bridalwear Retailer of the Year, Scotland
- Bridalwear Retailer of the Year, Wales
- New Bridalwear Retailer of the Year
- Long-standing Retailer of the Year
- Best In-Store Design
- Retailer Website of the Year
- Retailer Customer Service of the Year
- NEW Best use of Social Media
- NEW Team of the Year

SUPPLIER CATEGORIES

- Bridalwear Supplier of the Year
- Bridesmaid Supplier of the Year
- Bridal Party Supplier of the Year
- Prom Supplier of the Year
- Bridal Accessories Supplier of the Year
- Best Supplier Customer Service of the Year
- Marketing Campaign of the Year
- NEW Agent of the Year

SPECIAL CATEGORIES

The following categories cannot be entered:

- Student Designer of the Year
- Wedding Dress of the Year
- British Bridalwear Designer of the Year

“The awards entries are about just absolutely putting it all out there, shouting about everything you can and not holding back; It’s not a time to be modest.”
Abigail’s Collection



“Get your heart and your passion on that piece of paper and tell the people why you love what you do.”
Enzoani



How do I enter?

How do I enter?

All entries must be submitted online by no later than 7 May 2021. Please note that these awards are FREE to enter.

Getting started

The first stage on the entry process is to fill in a form with your contact information, so that we can create an account for you.

Your submission

From there, you will be asked to select the category that you would like to enter from a list of drop down options. You will then be automatically taken through to the entry questions for that category. Please note: all entry questions must be answered in order for your entry to be considered.

You do not have to complete your entry in one session - once you have registered you can save your work as you go along. To return to a saved entry, click on 'In Progress' in the box on the left hand side of the page.

Multiple Entries

There is no limit to the number of entries that you can submit. However, one or two powerful entries in categories in which you have excelled stand a better chance of success than across the board entries in every category.

To submit additional entries, click on 'Make Another Application' in the box on the left hand side of the page and repeat the submission process.

Finished entry

When your entry has been successfully submitted you will receive an email confirmation; if you do not receive this email, please contact our events team. Please note: once you have pressed this button, your entry cannot be amended.

All entries are confidential; only judges will view your submission, and they cannot see your login details.



What happens to your entry?

STEP 1: Entries are submitted. In order to be in with a chance of being shortlisted, you must answer all of the questions on the entry form.

STEP 2: Entries are checked by an independent awards team to ensure they have met all the entry criteria, all questions have been answered and images submitted. After this, secret shopper checks may be used to ensure factual information given in the entry is correct.

STEP 3: All entries that pass stages 1 and 2 will be open for review by category judges. All judging

is carried out independently and confidentially via our online portal. Judges will review and select up to six finalist within each of their allocated categories, awarding entries one to six points and detailed reasoning for their top three choices.

STEP 4: Once all judges have completed reviewing entries, scores across all categories are collated to conclude a set of finalists per category.

STEP 5: Finalists will be notified by email, and the winners are announced at the Bridal Buyer Awards ceremony on the 13th September 2021.

**If you have any questions regarding the judging process, please contact:
Anna-Marie Desouza at Annamarie.desouza@oceanmedia.co.uk**

On the Night

The spectacular black-tie event attracts an audience of more than 600 guests from all sectors of the bridal industry, including retailers, suppliers, designers and the media. It not only offers the opportunity to celebrate the success of all the finalists and winners, but provides an unrivalled networking opportunity as well as being a fun-filled evening with dinner, dancing and the all-important awards ceremony.

Watch the 2019 highlights by clicking the image below

For more information, head to awards.bridalbuyer.com/on-the-night



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