

Your essential guide to The Bridal Buyer Awards



25 March 2024

Harrogate Convention Centre, Harrogate

awards.bridalbuyer.com

Your essential guide

Over the past 20 years, The Bridal Buyer Awards have brought the companies and individuals who have excelled into the spotlight, applauding their successes and rewarding the finest achievements in the industry.

Winning one of these coveted awards puts you amongst 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.

The Bridal Buyer Awards evening will take place on 25th March 2024, during Bridal Week Harrogate, at the Harrogate Convention Centre. The spectacular black-tie event attracts an audience of over 500 guests for a glamorous evening of dinner, dancing and the all-important awards ceremony.

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.

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

The Bridal Buyer Awards Team



“The Bridal Buyer Awards is an iconic awards night for the UK bridal industry.”
- **Romantica**

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. Please rest assured 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 please do not exceed the word count.

Categories and Criteria



RETAILER CATEGORIES

- Bridalwear Retailer of the Year – England (Large)
- Bridalwear Retailer of the Year – Ireland (Large)
- Bridalwear Retailer of the Year – Scotland (Large)
- Bridalwear Retailer of the Year – Wales (Large)
- Bridalwear Retailer of the Year – England (Small)
- Bridalwear Retailer of the Year – Ireland (Small)
- Bridalwear Retailer of the Year – Scotland (Small)
- Bridalwear Retailer of the Year – Wales (Small)
- New Bridalwear Retailer of the Year
- Longstanding / Established Retailer of the Year
- Customer Service of the Year
- Interior / Exterior Design of the Year
- Website of the Year
- Best Use of Social Media
- Team of the Year
- Business Retailer of the Year
- Sustainability Award
- Inclusion & Diversity Award

SPECIAL CATEGORIES

The following categories cannot be entered:

- Wedding Dress of the Year
- British Design Talent of the Year

SUPPLIER CATEGORIES

- Bridalwear Supplier of the Year
- Bridal Party Supplier of the Year
- Bridal Accessories Supplier of the Year
- Customer Service of the Year
- Sustainability Award
- Inclusion & Diversity Award

“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



How do I enter?

How do I enter?

All entries must be submitted online by no later than 30th November 2023. 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 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 finalists 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 25th March 2024.

**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 500 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 below:

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



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