



Training Award Entry Guide

Thank you for downloading the Training Award entry guide for the ERT Awards 2018. To enter this category, you must be a distributor or manufacturer of domestic appliances, consumer electronics products and accessories, or a specialist training company providing services to the electrical retailing industry.

This guide illustrates the fields you will be asked to complete when you do the online entry form. Our advice is to write the answers and then cut and paste them into the online form. Please answer ALL the questions if possible – they have been chosen by the judges to give the most pertinent information they need and skipping some will seriously affect your chances of being shortlisted.

Please provide a good quality photo of your training principal or team, as well as a testimonial from one or more of your clients.

You can write as much as you like for each question – the gap between questions is not an indication of how much you should write.

What makes your nominated training department or company stand out from the competition?

What training support do you offer to independent retailers?

How successful has your training been and why? Please provide evidence and results.

TOP TIPS FOR PUTTING TOGETHER A GREAT ENTRY

- 1) Give as much factual detail as possible – use bullet points and avoid too much ‘fluffy’ language.
- 2) Be concise – it’s not a writing competition. As long as the information is correct and pertinent, that’s all that matters.
- 3) Don’t be afraid to be personal – the small details are often the deciding factor between entries.
- 4) This isn’t a competition for who’s spending the most money. How you’ve successfully dealt with difficult markets is as relevant as commercial triumphs.
- 5) **ALWAYS** include plenty of relevant pictures – particularly of your people, training environments, activities and collateral. **(DO NOT EMBED IN WORD DOCs OR PDFs, SEND US SEPARATE JPGs)**