Important Information

Nominating is for the Black British Business Awards 2022 is easy and straightforward.

All you need to do is follow the steps below. Nominees can either nominate themselves directly or be referred by someone else. Referrals can be submitted at any time during the year. There is no charge to enter the BBBAwards.

Mandatory Attendance of Judging Day and the Awards Ceremony:

If shortlisted, the nominee must be able to attend a short interview with the judging panel and the Awards Ceremony in Summer 2022. This may be held virtually depending on current government advice.

Criteria

**Rising Star** - Young black professionals that are under 35 and (at time of application) are excelling in their pursuit of a business career, exceeding expectations – the ones to watch.

**Senior Leader** - Outstanding black senior executives with over 10 years’ experience. They are experts in their field, managers of significant population or projects or budget(s) or strategy – inspirational game changers.

Categories

**Arts and Media** - Includes all media, design, fashion, performance art, publishing and advertising.

**Consumer Luxury** - Includes food, beverage, household goods, retail, leisure, cosmetics and luxury goods.

**Financial Services** - Includes banks, brokers, payment services, insurance companies, credit card funds and regulators.

**Professional Services** – Includes law, accounting, management consultancy and in-house professionals.

**STEM** - Includes health, industries, telecoms, pharmaceuticals, transport and energy.

MAKE SURE YOUR NOMINATION STANDS OUT FROM THE CROWD

1. It is perfectly fine for you to nominate yourself. We encourage you to do so!

2. It is also fine for you to submit a nomination on behalf of someone else without them knowing. (If they are shortlisted for an interview, they can then decide whether or not to participate.)

3. Absolutely keep within the word limits. Responses that are significantly below the word limit are unlikely to be

considered. **Nominations that exceed the word limit will be marked down by the judges.**

4. Avoid a rushed job. Plan ahead and take your time to consider the best content for an outstanding submission within the deadline and make sure you submit.

5. Reflect on the nominee’s career as a whole and over time. We recognise that success often does not happen overnight. Give us enough detail so we can fully grasp the nominee’s achievements, taking into account their journey, challenges and milestones.

6. Treat this like an elevator pitch - tell us absolutely everything that you or the nominee are most proud of AND do it in a succinct manner. Stick to the point and avoid unnecessary information**.**

7. Remember the awards highlight **business excellence**, and so while reference to voluntary contribution to corporate social responsibility and diversity and inclusion is helpful, the majority of the content **must be** about the nominee’s role in the business’ performance as further expanded upon below.

8. The most impressive submissions have included some of the following anecdotes:

a. Impressive metrics – sales targets, percentage increases/decreases, retention statistics.

b. Cutting edge inventions, process improvements, digital innovations, joint ventures.

c. Examples of dynamism and daring to be different or challenging the status quo.

d. Technical or creative excellence that has been recognised internally and/or externally.

e. Effective leadership contributing to, project delivery, profitability, business development.

f. Achieving success beyond immediate business objectives, expectations or targets.

g. Involvement in driving important business initiatives or tackling business issues.

h. Outstanding contribution to cultural transformation of teams or organisations.

i. Evidence of significant influence on internal and/or external stakeholders.

j. Unique or outstanding contributions to the relevant profession or sector.

k. Evidence of exceptional motivation, purpose and burning desire for results.

l. Notable contributions externally, including as a volunteer, advocate, public figure.

m. Anecdotal evidence that others are significantly inspired by the nominee and the business.