

Best Experience of the Year

Entry Planning Guide



Plan your answers before completing the online form

Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Customer Experience

Max 2560 characters

How your organisation delivers a successful and memorable customer experience.

Think about: How do you ensure customers have a positive experience throughout their journey?

- Communication, support and delivery
- Customer satisfaction or feedback received

2



Product Development

Max 2560 characters

How an existing experience has been improved, or how a new experience was developed in response to customer needs or aspirations.

- Improvements or adaptations introduced
- Evidence of customer-led development

3



Quality of Experience

Max 2560 Characters

How the overall quality of the experience creates value and impact for customers.

Think about: What makes this experience stand out?

- Unique or memorable elements
- Outcomes, engagement or participant feedback

4



Innovation & Business

Max 2560 Characters

How creative or innovative thinking has helped attract new or repeat business.

- Innovative ideas, delivery or marketing approaches
- Evidence of customer engagement

5



Health & Safety, accessibility & the environment

Max 2560 Characters

How your organisation demonstrates commitment to health and safety, accessibility and the environment

- Policies, procedures or accreditations
- Accessibility, wellbeing or sustainability initiatives

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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