



2018 Business Awards Entry Requirements and Judging Criteria

Clever Business Award

This award is for a business that demonstrates an extraordinary business story as a result of pure grit and clever thinking. This could be an innovative or inventive approach to people, products or processes. Entrants need to prove how their clever business story has contributed to the success of the Nelson Tasman economy in a way that creates added-value enterprise and/or world-class brands.

Entry requirements and judging criteria:

1. Clever Business Story (Maximum 5000 words)

Inspire with us your business story with a brief description of what makes your business clever and innovative. How have you demonstrated added-value enterprise and/or created a world class brand? Imagine the judges do not know anything about you or your organisation. In addition, we encourage you to provide a video of 90 seconds or less. Be creative and bold, we want to see your personality and what makes your business special.

You will be judged on the following criteria:

- Added value to Nelson Tasman region
- Innovation
- Example of turning adversity to prosperity
- Clever thinking/use of technology
- Why working in Nelson Tasman has helped you to be a Clever Business
- X-Factor

2. Files and Images

Use this field to upload files and images that help to tell your story. This could include a small brochure or flyer and/or images.

3. Media Statement & Logo

Please provide a brief media statement about your business of no more than 200 words and a high-resolution logo. Please also submit an image of you /and your team. This will be used to introduce your business in our publications and media releases. Please note the Chamber reserves the right to edit these statements for word count purposes.