

THE EASTSIDE AWARD FOR TOURISM EXPERIENCE OF THE YEAR

Entry Criteria:

This Award is open to individuals, groups or businesses (of all sizes and sectors) that are providing and promoting a Tourist offering in the East Belfast & Greater East Belfast area. Entrants are encouraged to describe the Tourism offering in terms of what it is and the overall aims and objectives of the offering.

Entrants should tell us:

- How the customer experience contributes to the overall Tourism provision in East Belfast & Greater East Belfast areas
- What makes you stand out from the competition?
- How the experience attracts guests or visitors to the Greater East Belfast area
- What impact the experience has in terms of numbers and feedback?
- Where there is collaboration if any, with other tourist offerings:
 - In East Belfast
 - Outside East Belfast
- Any other relevant information that they feel would support their entry.

How to Enter:

1. Visit www.eastsideawards.org and choose the category that you wish to enter/nominate in.
2. Download the category criteria and start planning how you/your organisation meets the requirements.
3. Decide whether you wish to submit a written or a video submission:

Video Submission:

This is a new entry mechanism for 2023 for those who would prefer to personally tell the story of them/their organisation rather than submit a written application.

Step 1: Fill in your details via the application form.

Step 2: Once you have filled in your details, you will be prompted to upload your video submission. There is no set structure for the video submission, the main aim should be to address the category criteria and tell the judges why you/your organisation deserves to win. Remember, you only have **120** seconds. Please note: It will be the strength of the entry, and how it meets the criteria, that will be assessed rather than the production of the video submission.

Written Submission:

Written applications can either be submitted online using the online entry form or by downloading an application form from the website and emailing a completed version to info@eastsideawards.org. All written submissions must address how you/the organisation/the business or individual meet the category criteria in a maximum of **1000 words**.

Helpful Hints:

- ✓ Take time to look at the criteria in your chosen category and use it to guide your responses.
- ✓ It is important to note that the judges will be looking for evidence that will demonstrate the contributions, achievements or impacts associated with your responses.
- ✓ Remember, the judges can only base their assessment on the information provided so please do make sure you include all relevant information to assist them in the judging process.
- ✓ Please remember that regardless of whether you submit a written or video application or nomination, the judges will assess the submission based on how the entry meets the set category criteria.
- ✓ Should you experience any difficulty in submitting your application, please contact Jessica Higginson jessica.higginson@podiem.com or call **028 9076 1030**.

Eastside Awards 2023 Timeline of Events:

- Entries Open at **4pm Thursday 14th September 2023**.
- Entries should be submitted or returned no later than **5pm Tuesday 17th October 2023**.
- Judging will be held at the **end of November 2023**.
- Finalists will be announced in **early December 2023**.
- The Awards ceremony will be held at Hastings Stormont Hotel on **Friday 26th Jan 2024**.

All queries in relation to applications or any aspects of the awards can be sent to info@eastsideawards.org