

# Marketing Innovation Awards 2009-2010



Celebrating and rewarding marketing innovation  
in Welsh libraries

Ariennir gan  
Lywodraeth Cynulliad Cymru  
Funded by  
Welsh Assembly Government



Many libraries in Wales run innovative activities, often with limited resources. These awards aim to celebrate the valuable work that library staff undertake to bring library services to new audiences and to develop new activities for existing users.

Awards will be made for marketing projects that include several promotional elements, which are co-ordinated and presented in an integrated way to increase their impact.

It may be a good idea to take a look at last year's winners by visiting: [library.wales.org/stafftoolkit/happydays/marketingawards/](http://library.wales.org/stafftoolkit/happydays/marketingawards/)

### Why should I enter the Marketing Innovation Awards?

The awards give library staff at all levels the chance to win recognition for their work in promoting their service.

This year we have introduced separate categories for public and academic libraries as follows:

#### Public Libraries

- 1st - a plaque/trophy and £500 high-street vouchers
- 2nd - a plaque/trophy and £300 high-street vouchers
- 3rd - a plaque/trophy and £200 high-street vouchers

#### Higher Education Libraries

- a plaque/trophy and £500 high-street vouchers

#### Further Education Libraries

- a plaque/trophy and £500 high-street vouchers

**Please note: the vouchers may be used as you wish e.g. distribute to staff, use to promote library.**

#### Additional benefits:

- Winners will be invited to attend an awards event on Monday 22nd February at the Senedd, Cardiff where they will be presented with their prize by the libraries champion - Ruth Jones
- The opportunity to gain positive media coverage and develop links with your local media
- The opportunity to develop new partnerships
- The prestige of a national award
- A great team-building and staff motivation opportunity
- Recognition of crucial role that staff play

## What are the criteria used for judging the entries?

Entries will be judged using the following criteria:

- Originality of concept and its suitability to the target market
- Creative thinking and innovation
- Effective partnership working
- Attracting new audiences
- Effective use of a combination of promotional activity e.g. design & print, online
- Success of the project in terms of attendance/feedback
- Amount of positive press coverage received
- Effective use of resources e.g. staff time, equipment, location, budget

## Conditions of entry

- These awards are open to all public and academic libraries in Wales (entries will be accepted from individual libraries or local authority/institution library services)
- Projects must have taken place between 1st April - 31st December 2009
- Entries that promote activities as part of national initiatives/ campaigns e.g. national competition, summer reading challenge are eligible for entry
- Entries may be submitted in English and/or Welsh
- A completed entry form must be included with each entry
- Entrants may be featured in press releases/media coverage and by entering the awards are giving their consent to this

## Who will be judging the entries?

- Relevant independent judge/s will be selected
- The decision of the judge/s is final and no correspondence will be entered into

## Sending your entries

- Entries may be posted (we recommend Recorded Delivery) or via email - we will confirm receipt of all entries
- An electronic copy of the entry form is available at [library.wales.org/stafftoolkit/marketingawards/](http://library.wales.org/stafftoolkit/marketingawards/)
- Unfortunately we cannot return entries, so do keep a copy for your own reference

## Any questions?

If you need any further advice about the awards, please contact Jane or Nicola

**Phone:** 01978 297437 or 01978 297439

**Email:** [jane.purdie@wrexham.gov.uk](mailto:jane.purdie@wrexham.gov.uk)  
[nicola.williams@wrexham.gov.uk](mailto:nicola.williams@wrexham.gov.uk)

'Libraries for Life' is a strategic development programme to improve library and information services. The Welsh Assembly Government is investing £10.5 million between 2008 and 2011. The programme is administered by CyMAL: Museums Archives and Libraries Wales, a division of the Welsh Assembly Government.

The Libraries for Life programme supports library services in Wales to work in partnership to improve free access to cultural, educational and recreational materials in library buildings, in the community and online.

# Entry Form

Project title: \_\_\_\_\_

Date project started: \_\_\_\_\_

Project end date if not ongoing: \_\_\_\_\_

Attach full details of your project and remember to include the following details:

- |   |   |
|---|---|
| <input type="checkbox"/> Objectives         | <input type="checkbox"/> Promotional Activities |
| <input type="checkbox"/> Summary of Project | <input type="checkbox"/> Press Coverage         |
| <input type="checkbox"/> Target Audience/s  | <input type="checkbox"/> Evaluation             |
| <input type="checkbox"/> Budget Breakdown   | <input type="checkbox"/> Supporting Material    |

Library Service/Institution: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
Postcode: \_\_\_\_\_

Tel No: \_\_\_\_\_ Email: \_\_\_\_\_

**Please send your entry to arrive no later than Monday 25th January 2010 to:**

Nicola Williams/Jane Purdie  
Libraries for Life Marketing Project Officers  
Wrexham County Borough Council  
Lambpit Street  
Wrexham LL11 1AR

Email: [nicola.williams@wrexham.gov.uk](mailto:nicola.williams@wrexham.gov.uk) / [jane.purdie@wrexham.gov.uk](mailto:jane.purdie@wrexham.gov.uk)