



**BUSINESS**  
OF THE YEAR AWARDS 2020

# Fact Sheet

## For Member Businesses

### Everything you need to know to get involved in the Business of the Year Awards 2020

These Awards are effectively 'voted' for by the public.

Winners and 'Highly Commended' places are decided by the number of positive reviews each business has received from their customers in the past 12 months. Here are all the details of how it works:

#### How do I take part?

If you'd like to take part in the Business of the Year Awards 2020, let your local contact at thebestof know that you'd like to be considered for entry.

Entries to the awards **MUST** be made by **30<sup>th</sup> November 2019**.

#### How is my score calculated?

Reviews that are...

- Submitted between **1<sup>st</sup> February 2019** and **31<sup>st</sup> January 2020** (inclusive)
- ... that are **3\* or above**
- ... and are **Verified and Live by 7<sup>th</sup> February 2020** (inclusive)

...count towards your score.

Remember to make use of the simple and effective tools available to help generate lots more great reviews about your business;

- Review cards
- Reviews widget for your website
- Online artwork for you to use on social media and send to your customers

If you're not already making use of these tools, but would like to, let us know and we'll be happy to help!



## How do I win?

It's simple! To win, you need to get a higher score than the other businesses in your Category.

Important: **Only businesses with a score of 12 or more** are eligible to win an award.

The following accolades are up for grabs...

### Town

1<sup>st</sup> place will be crowned Winner in their Town.

2<sup>nd</sup> and 3<sup>rd</sup> places will be awarded 'Highly Commended' in their Town.

### Category

1<sup>st</sup> place will be crowned Winner in their Category.

2<sup>nd</sup> and 3<sup>rd</sup> places will be awarded 'Highly Commended'.

### Nationally

The business that has the highest score nationally will be crowned, 'UK Business of the Year'.

2<sup>nd</sup>–10<sup>th</sup> place will be awarded with numbered places nationally.

11<sup>th</sup>–100<sup>th</sup> places will be awarded with the title 'Top 100 UK Business'.



## How can I see how I'm doing?

The Leaderboard, showing each business's current position goes live on **Tuesday 3<sup>rd</sup> December 2019**. We'll let you know how to access it nearer the time.

The Leaderboard will show all businesses who are entered into the competition who have a **score of 3 or more**.

The Leaderboard will refresh **weekly** throughout December.

After **6<sup>th</sup> January 2020**, it will refresh **daily** at midnight.

We'll hide the Leaderboard from **28<sup>th</sup> January 2020**, to build suspense as we enter the final days of the competition!

## When will you announce the Winners?

The results will be announced on **Friday 14<sup>th</sup> February 2020**.