



FOREIGN
DIRECT
INVESTMENT
AWARDS 2016

ENTRY GUIDE

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Foreign Direct Investment Awards 2016

FDI is a key factor in Ireland's growth, contributing €150 billion and employing over 187,056 people.

The Foreign Direct Investment Awards will recognise and reward key organisations and individuals working in this area, and will cater for all sectors who contribute to these fantastic achievements.

The award categories reflect the main areas of excellence in FDI and we hope that you enter the ones most appropriate to you.

The awards ceremony itself offers a unique opportunity to network with the industry's most influential players and meet current and potential clients.

Shortlisted entries and award winners will be featured and covered by our media partner, **The Sunday Business Post**. The Foreign Direct Investment Awards offer a unique PR opportunity to showcase you and your business as a leader in this hugely important industry.

And of course, there's the beautiful trophy which the successful entrants will take away on the night.

There is **no charge to enter** so get your thinking cap on and start putting your entries together!

We wish all our entrants the best of luck and we look forward to receiving your entries.

Entering

Entries must be made online at www.fdiawards.ie.

There are several categories to choose from:

FDI Ambassador of the Year

FDI ICT Business of the Year

FDI Digital Business of the Year

FDI Pharmachem Business of the Year

FDI Engineering Business of the Year

FDI Food & Beverage Business of the Year

FDI Financial Services Business of the Year

FDI Research & Development Institute of the Year

FDI Professional Service Provider of the Year

FDI Business & Technology Park of the Year

FDI Project of the Year

FDI External Collaboration Award

FDI Innovation Award

FDI People Development Award

How to Enter

It is **free** to enter the Foreign Direct Investment Awards.

When completing your entry, please follow these rules:

- All activities cited in support of your entries must have been ongoing **within the past 18 months** from the closing date of these awards.
- Please ensure your submission fits onto **no more than 5 A4** pages in portrait PDF format, including supporting materials such as pictures, graphs, testimonials, etc.
- Please **answer each of the key criteria points** allocated to the category that you are entering. This is what the judges base their scores on. Back up your key points with other information such as tables, graphics, figures, pictures etc.
- You may enter as many categories as are relevant, however each entry must be **tailored to meet the category criteria**.
- The entering party does not have to be a resident in the ROI or NI, but the projects that support their entry **must have taken place** in these areas.

You will need the following to complete your entry:

- Your **5 A4 page PDF** entry document.
- A **50 word summary** of your entry. This may be used in full in our Awards booklet or in our script. It must be relevant to the category you are entering. So, if you are entering a project, the summary must be about the project, if you are entering a person, it must be about that person.
- **2 high resolution landscape photos** (300 dpi) relevant to your entry and the category you are entering. So, if you are entering a project, the photos must be about the project, if you are entering a person, they must be of that person.
- These will be used as part of the AV presentation on the night, so choose photos that you are proud to display.
- A **jpeg** version of your organisation **logo**.
- The **name** of the person who will **accept the trophy** on your behalf in the event you should win. This may be used in post awards media coverage.
- **Please note:** All of the above items will be required in order to submit your entry, and **you will not be able to modify your entry once uploaded**.

Tips on Entering



1. Read the criteria and make sure you answer each point. The judges use the criteria points as a basis for their scores, so make sure you touch on each criteria point. You can use additional facts, figures and information to back up or add to these points. By following the criteria you stand a better chance of scoring highly and make the judge's job easier!

2. Enter the right categories. Some companies seem to enter certain categories, and then ignore the one that they would stand a much better chance of winning. To start, look through the categories carefully and choose the most relevant to you. This will give you a better chance of winning.

3. Facts are very powerful; and waffle or generalities cut very little ice with the judges. There are lots of ways of presenting data, and one may look a lot stronger than the others. For example, your sales figures may not be great, but your new enquiry levels could be through the roof, focus on these. We're not advocating you twist the truth; but we do feel it's within the rules for you to make the strongest possible case for your company.

4. Don't write more than you've been asked to supply. There is a limit on the number of pages you can submit (5 A4 Pages). Don't go above this as the judges won't read reams of supporting information. In the same way don't do ultra-minimal entries and simply rely on your profile to get yourself noticed.

5. Put yourself in the judges' shoes. Think about what would really impress them? What makes you special and distinctive? Our judges are all senior people and you need to think about your entry from their perspective. In many cases we see entries prepared by junior members of the team who can miss key selling points. The best entries have input from someone at Board level.

6. Check everything carefully. Many entries include fundamental errors – mainly spelling or grammatical errors.

7. Phone a friend. The entries team working on the awards are happy to talk through draft entries and are always willing to give guidance. So if you want to try something a bit different, and would like our thoughts on that before you submit your entry, give us a call – we'll do our best to give you a sensible steer.

8. Good presentation pays dividends. You are not judged on how pretty your entry looks, but busy judges are inevitably attracted to easy-to-read, neatly laid out entries. Some of the better submissions include simple, summary bullet points. The best presented entries often incorporate a range of small photographs, clever charts or graphs and other visual material that makes it very easy to absorb and digest.

9. Boast, don't be modest! Your positive opening words are crucial - so begin with the end! This is the hook which will encourage those judging to delve deeper. Don't ramble; get to the point, every word should count. Be proud of what you have done, this is one time when it is absolutely right to boast. Testimonials are very powerful too!

10. Promote your business. It is not often you are given the chance to generate free publicity; so encourage and praise your team and you might be surprised to discover that you can win one of the most prestigious awards in the sector. And if you win, think of the huge marketing advantage that will give you.

Judges & Judging Process

A distinguished panel of judges will be drawn from state, academic and professional bodies and institutions in Ireland to co-ordinate the Foreign Direct Investment Awards 2016 judging. The expert panel of judges will bring their expertise and experience to the judging process.

To view who will be judging this year's Awards, visit www.fdiawards.ie.

Shortlisting

- Once the entry deadline is reached, all entries will be carefully examined and scored using the criteria by the shortlisting panel of experts.
- The highest scoring submissions will be selected to go forward to the shortlist for each category.
- You will receive an email from the Event Team letting you know if your entry was successful or not.
- The shortlist of finalists will be published in The Sunday Business Post and also on the Awards' website, www.fdiawards.ie.

Judging

- Judges are divided into panels, based on their expertise, to ensure any possible conflict is avoided.
- All judges score finalists based on the relevant category criteria.
- Scores are then collected by the event team and collated.
- Scores are sent to the judging coordinator who checks and verifies all scores.
- The highest scoring entrant is declared the winner of that category.

The winners will be announced at the Foreign Direct Investment Awards ceremony.



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Categories & Criteria

FDI AMBASSADOR OF THE YEAR

This award recognises the individual who has demonstrated excellence in the quest to encourage Foreign Direct Investment in to Ireland.

The winner can be nominated by themselves, the judges or anyone inside or outside their organisation that believes the individual concerned has made a significant contribution via their own activities or influence to the advancement of the profession.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Please provide a one page CV that describes the nominee's career to date, age and qualifications (as part of the 5 A4 page entry).*
- *Outstanding initiatives: Please provide a brief description of significant initiatives designed to attract foreign direct investment to Ireland that the nominee has played a key role in.*
- *Innovation: Please include details of any innovative methods, products or projects that were introduced by the nominee.*
- *Evidence of success: Please provide evidence of their contribution to successfully attracting FDI to Ireland.*
- *Please include any other statements or facts that support the entry.*

FDI ICT BUSINESS OF THE YEAR

This award recognises the foreign-owned enterprise operating in Ireland's Information and Communications Technology sector that can best demonstrate a significant contribution to Ireland via their activities.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation Background: Please provide a brief description of the business, including the country of origin, areas operating in, number of locations and employees in Ireland and an indication of growth over the past 3 years.*
- *Economic Contribution: Outline your contribution to Ireland's economy in terms of investments, job creation, use of Irish materials and services, exports and any other relevant activities.*
- *Innovation: Please include details of any unique efforts or processes that have been introduced, outlining their significance.*
- *People Development: Outline your people development strategy. Do you invest effectively in the development of people across the entire business?*
- *Corporate Social Responsibility: Outline the societal impact of the business on the community and environment. This may include, but is not limited to, sustainability initiatives introduced, working with local charities or involvement in social community programmes.*
- *Please include any other statements or facts that support the entry.*

FDI DIGITAL BUSINESS OF THE YEAR

This award recognises the foreign-owned enterprise operating in Ireland's Digital sector that can best demonstrate a significant contribution to Ireland via their activities.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation Background: Please provide a brief description of the business, including the country of origin, areas operating in, number of locations and employees in Ireland and an indication of growth over the past 3 years.*
- *Economic Contribution: Outline your contribution to Ireland's economy in terms of investments, job creation, use of Irish materials and services, exports and any other relevant activities.*
- *Innovation: Please include details of any unique efforts or processes that have been introduced, outlining their significance.*
- *People Development: Outline your people development strategy. Do you invest effectively in the development of people across the entire business?*
- *Corporate Social Responsibility: Outline the societal impact of the business on the community and environment. This may include, but is not limited to, sustainability initiatives introduced, working with local charities or involvement in social community programmes.*
- *Please include any other statements or facts that support the entry.*

FDI PHARMACHEM BUSINESS OF THE YEAR

This award recognises the foreign-owned enterprise operating in Ireland's Pharmachem sector that can best demonstrate a significant contribution to Ireland via their activities.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation Background: Please provide a brief description of the business, including the country of origin, areas operating in, number of locations and employees in Ireland and an indication of growth over the past 3 years.*
- *Economic Contribution: Outline your contribution to Ireland's economy in terms of investments, job creation, use of Irish materials and services, exports and any other relevant activities.*
- *Innovation: Please include details of any unique efforts or processes that have been introduced, outlining their significance.*
- *People Development: Outline your people development strategy. Do you invest effectively in the development of people across the entire business?*
- *Corporate Social Responsibility: Outline the societal impact of the business on the community and environment. This may include, but is not limited to, sustainability initiatives introduced, working with local charities or involvement in social community programmes.*
- *Please include any other statements or facts that support the entry.*

FDI ENGINEERING BUSINESS OF THE YEAR

This award recognises the foreign-owned enterprise operating in Ireland's Engineering sector that can best demonstrate a significant contribution to Ireland via their activities.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation Background: Please provide a brief description of the business, including the country of origin, areas operating in, number of locations and employees in Ireland and an indication of growth over the past 3 years.*
- *Economic Contribution: Outline your contribution to Ireland's economy in terms of investments, job creation, use of Irish materials and services, exports and any other relevant activities.*
- *Innovation: Please include details of any unique efforts or processes that have been introduced, outlining their significance.*
- *People Development: Outline your people development strategy. Do you invest effectively in the development of people across the entire business?*
- *Corporate Social Responsibility: Outline the societal impact of the business on the community and environment. This may include, but is not limited to, sustainability initiatives introduced, working with local charities or involvement in social community programmes.*
- *Please include any other statements or facts that support the entry.*

FDI FOOD & BEVERAGE BUSINESS OF THE YEAR

This award recognises the foreign-owned enterprise operating in Ireland's Food & Beverage Industry that can best demonstrate a significant contribution to Ireland via their activities.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation Background: Please provide a brief description of the business, including the country of origin, areas operating in, number of locations and employees in Ireland and an indication of growth over the past 3 years.*
- *Economic Contribution: Outline your contribution to Ireland's economy in terms of investments, job creation, use of Irish materials and services, exports and any other relevant activities.*
- *Innovation: Please include details of any unique efforts or processes that have been introduced, outlining their significance.*
- *People Development: Outline your people development strategy. Do you invest effectively in the development of people across the entire business?*
- *Corporate Social Responsibility: Outline the societal impact of the business on the community and environment. This may include, but is not limited to, sustainability initiatives introduced, working with local charities or involvement in social community programmes.*
- *Please include any other statements or facts that support the entry.*

FDI FINANCIAL SERVICES BUSINESS OF THE YEAR

This award recognises the foreign-owned enterprise operating in Ireland's Financial Services sector that can best demonstrate a significant contribution to Ireland via their activities.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation Background: Please provide a brief description of the business, including the country of origin, areas operating in, number of locations and employees in Ireland and an indication of growth over the past 3 years.*
- *Economic Contribution: Outline your contribution to Ireland's economy in terms of investments, job creation, use of Irish materials and services, exports and any other relevant activities.*
- *Innovation: Please include details of any unique efforts or processes that have been introduced, outlining their significance.*
- *People Development: Outline your people development strategy. Do you invest effectively in the development of people across the entire business?*
- *Corporate Social Responsibility: Outline the societal impact of the business on the community and environment. This may include, but is not limited to, sustainability initiatives introduced, working with local charities or involvement in social community programmes.*
- *Please include any other statements or facts that support the entry.*

FDI RESEARCH & DEVELOPMENT INSTITUTE OF THE YEAR

This award recognises the foreign-owned enterprise who is primarily engaged in research and/or development in Ireland that can best demonstrate a significant contribution to Ireland via their activities.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation Background: Please provide a brief description of the business, including the country of origin, areas operating in, number of locations and employees in Ireland and an indication of growth over the past 3 years.*
- *Economic Contribution: Outline your contribution to Ireland's economy in terms of investments, job creation, use of Irish materials and services, exports and any other relevant activities.*
- *Innovation: Please include details of any unique efforts or processes that have been introduced, outlining their significance.*
- *People Development: Outline your people development strategy. Do you invest effectively in the development of people across the entire business?*
- *Corporate Social Responsibility: Outline the societal impact of the business on the community and environment. This may include, but is not limited to, sustainability initiatives introduced, working with local charities or involvement in social community programmes.*
- *Please include any other statements or facts that support the entry.*

FDI PROFESSIONAL SERVICE PROVIDER OF THE YEAR

This award recognises the professional service provider that has provided an outstanding and comprehensive service to a foreign-owned enterprise operating in Ireland.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation background: Please provide a brief description of the organisation such as when it was established, areas operating in, key clients and team members and an indication of growth over the past 3 years.*
- *Key Projects & Initiatives: Please provide a brief description of significant clients that you have supplied services to and why you think the relationships were exceptional.*
- *Innovation: Please include details of any unique efforts or processes that have been employed, demonstrating how offerings have been adapted to meet the specific business needs and local conditions of the client.*
- *Customer focus: Please describe how the business provides an outstanding and professional service, demonstrating how it has benefited clients.*
- *Outcomes & Results: Summarise the outcomes of the efforts including the contribution to the client as well as your own organisation.*
- *Please include any other statements or facts that support the entry.*

FDI BUSINESS & TECHNOLOGY PARK OF THE YEAR

This award recognises the business and technology park in Ireland that can provide the most attractive environment to a foreign-owned enterprise.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Park Information: Outline the size and nature of the business and technology park, providing information on the size, activities catered for and the current tenants.*
- *Amenities & Facilities: Outline the amenities and facilities available to tenants.*
- *Technology: Outline the telecommunications infrastructure available.*
- *Location & Access: Provide details on the location of the park, including the proximity to major transport routes, local labour markets, colleges or training institutes as well as public transport access.*
- *Park Excellence: Explain why you feel the park deserves special recognition for this award, supported with facts and figures where possible.*
- *Please include any other statements or facts that support your entry, including tenant testimonials where possible.*

FDI PROJECT OF THE YEAR

This award recognises an outstanding foreign direct investment project undertaken in Ireland over the past 18 months.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Project Background: Please provide a brief description of the project, including the stakeholders, investment value, competition from other regions and timescale.*
- *Economic Contribution: Outline the project's contribution to Ireland's economy in terms of investments, job creation, use of Irish materials and services, exports and any other relevant activities.*
- *Innovation: Please include details of any unique efforts or processes that were introduced, outlining their significance.*
- *Challenges: Outline any challenges that were experienced and how they were overcome.*
- *Project Excellence: Explain why you feel this project deserves special recognition, supported with facts and figures where possible.*
- *Please include any other statements or facts that support your entry.*

FDI EXTERNAL COLLABORATION AWARD

This award recognises the collaborative efforts of a foreign-owned enterprise operating in Ireland with an Irish supplier and/or service provider that has led to a best in class solution, operation or process.

The entry can be made by either of the involved parties.

Entry is by a 5 A4 page submission; ideally the judges will be looking for a clear plan and evidence that it is delivering on core objectives, paying particular attention to the criteria listed below.

- *Background: Please provide a brief background of the organisations involved, the project or initiative collaborated on and the key team members involved including their skills and expertise.*
- *Collaboration: Outline how collaboration was successfully embedded into the challenge, including details of initiative, leadership and creativity shown by team members*
- *Innovation: Please include details of any unique efforts or processes that were introduced, outlining their significance.*
- *Execution & Challenges: Describe how the brief was fulfilled, including any challenges faced and how the team worked together to overcome them.*
- *Outcomes & Results: Summarise the outcomes of the project, detailing how collaboration successfully influenced the outcome.*
- *Include any other facts or statements that you feel are relevant to support the entry.*

FDI INNOVATION AWARD

This award recognises a project, action or initiative carried out by a foreign-owned enterprise operating in Ireland that demonstrates true innovation. This may be a creative solution to a challenging issue, an effective use of technology or a distinct new method or approach.

Entry is by a 5 A4 page submission; ideally the judges will be looking for a clear plan and evidence that it is delivering on core objectives, paying particular attention to the criteria listed below.

- *Rationale: What was the rationale behind the project or initiative? Was there a specific problem that required this innovation?*
- *Innovation: Is the innovation an improvement on existing methods or technology and, if so, how much of an improvement? What are the unique aspects of this improvement?*
- *Idea Development: How was the idea developed from concept through design and implementation?*
- *Wow factor: What is the wow factor? We are looking for ideas that leapfrog current processes or technology and provide simple and elegant solutions to long standing issues.*
- *Outcomes: How effective is the innovation, and what are its benefits?*
- *Include any other facts or statements that you feel are relevant to support the entry.*

FDI PEOPLE DEVELOPMENT AWARD

In this category, judges will be looking for those that invest effectively in the development of their people across an entire organisation, in particular via coaching and mentoring.

Entry is by a 5 A4 page submission; ideally the judges will be looking for a clear plan and evidence that it is delivering on core objectives, paying particular attention to the criteria listed below.

- *Strategy Outline: Demonstrate what the strategy entails and outline the business needs that prompted it.*
- *Implementation: Provide an overview of how the strategy was implemented and communicated to the business*
- *Commitment: What is the level of senior management buy in? Does it form a central part of the culture? What commitment has been made to staff training and communication of the initiative?*
- *Outcomes & Results: What have been the practical benefits and success of the strategy? Show measurable outcomes, with comparisons to previous years where possible.*
- *Include any other facts or statements that you feel are relevant to support the entry.*

Sample Entry Template

Introduction

Company Background

Summary of Project Team

Main Body of Entry

Address the Category Criteria Points:

- *Point 1*
- *Point 2*
- *Point 3*
- *Point 4*
- *Point 5*

Supporting Materials

Graphs, Tables, Pictures, Screenshots,
Testimonials etc. that support the entry

Summary

Main Outcomes & Achievements
of Submission

The Awards Night

The winners will be announced at the Foreign Direct Investment Awards ceremony.


The Foreign Direct Investment Awards is a black tie gala evening where the cream of the foreign-owned organisations operating in Ireland will be recognised and celebrated in front hundreds of senior executives. The trophies will be presented to the very best leaders and organisations working in FDI.

The evening will begin with a drinks reception. A 3 course meal will then be served in the ballroom. Once dinner has concluded, we get on to the main event and announce the winners in the Awards Ceremony.

When all winners have been crowned, we finish off the night with entertainment and networking.

To make your booking, contact us at info@fdiawards.ie.

The Organisers

 **Event Strategies** was founded in 2006 and since then it has helped its clients to achieve their business objectives through the medium of events. The company does this by providing clients with focussed, relevant contexts in which to meet and exchange information with potential and existing customers. We create these opportunities through conferences, business award programmes and networking meetings.

Amongst our portfolio of other events are the following long established and successful B2B events:

There are a limited number of

Sponsorship Opportunities

currently available for these prestigious Awards at levels which suit all business objectives.

Sponsoring a category will not only position you as a leading company within today's challenging market place but will provide you with an opportunity to give something back to a client base that is essential to your on-going business success.

To enquire further about sponsorship opportunities, please contact:

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