

## **CUBO Awards 2017 – Entry criteria**

### **Best Marketing Campaign**

A campaign that shows delivery against objectives. This award covers all areas of marketing, from branding projects to digital marketing, market research, CRM, communications and information campaigns. Submissions should outline a recently successful marketing campaign from within the commercial/campus services area of your institution.

### **Excellence in Student Sport Experience**

A sports experience that draws students in to meet their needs in a fast moving environment. This may include: increasing participation in sport, providing the best environment for sport, promoting health and well-being through sport, improving performance levels, or a range of other factors that have made a real difference to the sporting experience on offer for students.

### **Commercial University of the Year**

A University that shows they have taken their institution to the next level in delivery, with proven commercial benefits achieved by the campus/commercial services function.

In 2017 the submission rules for this category will be amended to allow longer entries of up to 1000 words plus 3-5 images. The CUBO Awards Panel should like to encourage entries that showcase the success of their whole commercial/campus services function. A higher word count is designed to make it easier to cover the whole area (including catering, residential, hospitality, sports and services) creating a broader picture of the work involved.

### **Best Student Housing**

A student housing complex that shows the innovations and high standards to enable students to achieve their best in a home from home environment.

### **Best Catering Service**

A catering service that stands out from the rest in delivery of high quality services and standards.

### **Business Manager of the Year**

A Business Manager who has gone beyond that of his/her peers in the development of the student experience.

### **Innovation Award for Excellence in Student Experience**

An innovative project/service/campaign that has significantly enhanced the student experience in the university environment.

### **Business Partner of the Year**

A business partner who shows they have fully integrated into the universities they work with, with marked outputs in the delivery of high quality services to enhance the student experience.

### **Lifetime Achievement Award**

The Lifetime Achievement Award is the only award that is not decided by the votes of CUBO members. The recipient is chosen by the CUBO Chair, with guidance from the CUBO Awards panel.

**New for 2017, for the first time, the CUBO Chair will be inviting members to put forward their own nominations for the Lifetime Achievement Award.** The Awards panel will review nominations and make recommendations to the Chair. A winner will be chosen based on the criteria below. Making a submission is recommended, however exceptional candidates will still be considered for this award without entering a formal submission.

The nominee must be a CUBO member or recent alumni. The candidate should be someone who has made a continual and exceptional contribution to the HE sector. Someone who has devoted significant time and energy to the CUBO membership and their interests.