**Full Category Descriptions**

**Best Website/ Social Media**

This category is open to any Tullamore and District enterprise [including for profit and not for profit] that can demonstrate that they have a current and unique web-site enabling them to drive business success while also leveraging all aspects of Social Media through its design.

**Community Achievement Award**

This category is open to any Tullamore and District enterprise [including for profit and not for profit] that is committed to positively impacting on the community through their Corporate Social Responsibility. The applicant should be able to clearly demonstrate innovative engagement and a clear strategy that makes a real contribution to sustainable development by delivering economic, social and environmental benefits for society. The company should also illustrate a successful project including the aims, how it was rolled out, what the outcomes were including KPIs and how they were measured.

**Emerging New Business**

This category is open to all businesses owned and run in Tullamore and District, employing two or more people that have been established and are trading for between 12 and 48 months. Applicants should have a clear vision and goal for the business, have a clear understanding of the business unique selling point (USP) and market potential, be able to demonstrate how they have created a solid business model and plan to establish themselves firmly in the market. Even within their early development they should be able to evidence excellence in business practices as well as capturing and using an understanding of customer needs to grow sales and develop the business.

**Best Customer Service Experience**

This category is open to any Tullamore and District enterprise. The objective of the award is to recognize a business/organization for their unique and excellent customer service. And in doing so the Customer Service of the Year award will demonstrate that outstanding customer service is paramount to the success of an organisation. Note: Customer Service covers all major sectors of the business community.

**Best Dining Experience**

This business award category is open to all Dining premises including bars, pubs and hotels.   Mystery guests may assess the premises, the service and interaction with the customer and the environment provided in terms of the target market. Areas of consideration will include, the exterior and interior impact and décor, interaction with customers, products and services available, hygiene and cleanliness, entertainment and where appropriate, security.

**Best Licensed Premises**

This business award category is open to all licensed premises including bars, pubs and hotels.   Mystery guests may assess the premises, the service and interaction with the customer and the environment provided in terms of the target market. Areas of consideration will include, the exterior and interior impact and décor, interaction with customers, products and services available, hygiene and cleanliness, entertainment and where appropriate, security.

**Best Multi-National**

This business award category is open to all Multi-National businesses that can demonstrate excellence in business practices from product /service innovation in response to market needs and trends, to skills development as well as in marketing and sales development for overall business performance and success.

**Best Small to Medium Sized Enterprise (1-10 employees)**

This business award category is open to all commercial businesses who employ no more than 10 people that can demonstrate excellence in business practices from product /service innovation in response to market needs and trends, to skills development as well as in marketing and sales development for overall business performance and success.

**Best Small to Medium Sized Enterprise (10+ employees)**

This business award category is open to all commercial businesses who employ more than 10 people that can demonstrate excellence in business practices from product /service innovation in response to market needs and trends, to skills development as well as in marketing and sales development for overall business performance and success.

**Best Professional Service**

This business award category is open to all Professional Service businesses that can demonstrate excellence in business practices from product /service innovation in response to market needs and trends, to skills development as well as in marketing and sales development for overall business performance and success.

**Offaly Tourism Award (Attractions and Activities)**

This category is open to all heritage and cultural attractions, activities, festivals and events in County Offaly which can demonstrate excellence in their business practices, business performance and success. In addition to demonstrating customer satisfaction, applicants will also be able to demonstrate how the work to develop a greater understanding of the needs of tourists and visitors and how this knowledge influences the delivery of their visitor experience. They should also demonstrate how their business marketing plan is resulting in growth in visitor footfall and helping expand their tourist markets and how they work with others to contribute to the development of Tullamore and District and Offaly as a destination. Where relevant, they should be able to demonstrate ways in which they are 'adding' additional revenue streams/potential to grow the business to ensure greater sustainability into the future.

**Environmental Awareness Award**

This business award category is open to any commercial businesses across all sectors who can demonstrate consistent application of good environmental practices aligned to recognised Irish /EU environmental standards. Applicants should be able to evidence in their business /environmental plan ongoing and ambitious goals for further environmental improvement and sustainable development in terms of some or all of the following: contribution to climate change in terms of water and energy usage and conservation, as well as practices to optimise air quality and minimise/remove noise pollution, application of good or best practice in the treatment of waste water and waste recycling and application of policies and practices that support nature biodiversity and engagement in opportunities for eco-innovation.

**Business Person of the Year**

This business award category is open to all business persons in the Tullamore and District area. The objective to award someone for their outstanding achievement in business over the past years.

**Employee of the Year**

This category is open to Tullamore and District employers and colleagues to nominate their fellow Tullamore and District employee/team member who can demonstrate the significant contribution /added value the employee has made in the past 12 months to the development/growth of the business and/or quality of customer experience and where they can demonstrate how they brought a unique skills set/work ethic, commitment and/or contribution to the business in their role, or in supporting others in their role, that has made a positive, unique difference to the business performance and success.