

AVIATION INDUSTRY AWARDS 2019



*Recognising excellence in the Irish
and International Aviation Industry*

ENTRY GUIDE

Clayton Hotel Burlington Road, Dublin

Friday, July 12th 2019

 www.aviationawards.ie

 info@aviationawards.ie

 01 407 0595



Aviation Industry Awards 2019

The Aviation Industry Awards is the benchmark for excellence for those demonstrating best practice and innovation in the aviation sector in Ireland.

The awards' wide-range of categories cater to the individuals and companies who contribute to the fantastic achievements within this area as a whole: there is no doubt that they are truly world-class operators, adding value to the aviation business process and creating a competitive edge for Irish business.

Shortlisted entrants and winners will have their national profiles raised just by making the final.

The awards also serves as a platform to attract clients and top talent to your organisation, benchmark your work, and let people know who the leaders are.

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

There is no charge to enter the Aviation Industry Awards 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.aviationawards.ie.

There are 24 categories to enter:

Upcoming Aviation Professional Award
Aircraft Operator Award
Airport Achievement Award
Air Cargo Award
Aviation Leasing Achievement Award
MRO Achievement Award
Aviation Fuel Provider Achievement Award
Airport Ground Handling Achievement Award
Air Traffic Control Achievement Award
Airport Retailer Award
Airport Hospitality Provider Award
Inflight Achievement Award
General and Sport Aviation Award
Aviation Export Award
Aviation Innovation Award
Safety Award
Aviation Sustainability & Environment Award
Aviation Academic Education Award
Aviation Training Award
Aviation R&D Award
Customer Service Award
People Development Award
Aviation Support Services Award
CSR Initiative of the Year

How to Enter

It is **free** to enter the Aviation Industry Awards.

When completing your entry, please follow these rules:

- All activities cited in support of your entries must have been ongoing **within the past 12 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 has to have an office in the ROI or NI, and they must operate services into/out of/within the island of Ireland unless stated otherwise in the criteria**

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 Aviation Industry Awards 2019 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.aviationawards.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 on the Awards' website, www.aviationawards.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 awards night in the Clayton Hotel Burlington Road, Dublin, on Friday, July 12th.



Categories & Criteria



This award is open to any aviation professional in the early stages of their career, either employed or self-employed on the island of Ireland. In the last 12 months, they must have made an outstanding contribution to the industry (company or sector). The nominees must be under 36 years of age with time allowances for people who have taken career breaks. The winner can be nominated by themselves, their companies, or members of the public.

Nominees must supply a **one page CV** with details of their previous employment history and the names of 2 referees. They should also include a **supporting letter** from their employer or supervisor. In addition to above, each entry must submit a **5 A4 page submission**. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *What has been their contribution to the success of their company or organisation?*
- *Areas of influence might include market growth, turnover, deals done, collaborations established, contribution to company expansion*
- *What has been the individuals' strategic contribution to the organisations performance, communication and vision? Can they demonstrate innovation and clear commercial or expansion promise?*
- *What has been their contribution to the wider aviation sector/community?*
- *Has the individual demonstrated career independence from an early stage?*



This award is open to any airline (must be an AOC holder) who operate services into/out of/within the island of Ireland. Judges will be looking for a carrier which has demonstrated consistent excellence or successfully implemented a significant project during the last 12 months.

Each company must submit evidence for the size and nature of the organisation where the work is carried out, its principal products/services. This includes the turnover, level of job creation/employment/training.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying attention to the criteria listed below.

- *Has the airline demonstrated operational excellence, innovation and/or leadership? Is there a specific project which has been successfully implemented? The key criteria here are new route expansion, increasing passenger numbers and technical innovation.*
- *How have specific activities contributed to the growth of the company?*
- *Other factors for consideration would include;*
- *Has the project delivered a safety improvement?*
- *Consistent high standards of customer service.*
- *Evidence of good management practice.*
- *Details of initiatives for the reduction in CO2 emissions or other environmental initiatives.*



This award is open to any licensed aerodrome on the island of Ireland (State, Public, Private). Judges will be looking for an airport management committed to infrastructural improvement and enhancement of the passenger experience in the last 12 months.

Each entry must submit evidence for the size and nature of the airport.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Has the airport demonstrated operational excellence, innovation and/or leadership? Is there a specific project which has been successfully implemented? The key criteria here are increasing passenger numbers, technical innovation and supporting airline route expansion.*
- *Other factors for consideration would include;*
- *Commitment to customers and delivering the best quality airport experience.*
- *Infrastructural improvement in facilities including retail, catering, transit facilities, cleanliness, immigration and security processing, leisure, baggage delivery and customer complaints.*
- *Evidence of effective management structures.*
- *Can you demonstrate a good working relationship with local authorities?*
- *Provide us with details of any specific environmental initiatives e.g. CO2 emission reduction or noise abatement.*
- *Outline any Safety Management processes in place and describe any steps taken to improve safety culture.*



This award is open to any air cargo or freight service provider who operate services into/out of/within the island of Ireland. Judges will be looking for a provider which has demonstrated consistent excellence or successfully implemented a significant project during the last 12 months.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Please provide a brief description of the organisation such as when it was established, site locations and the main markets operated in.*
- *Has the organisation demonstrated operational excellence, innovation and/or leadership? Is there a specific project which has been successfully implemented?*
- *Other factors for consideration would include;*
- *Consistent high standards of customer service.*
- *Evidence of good management practice.*
- *Details of initiatives for the reduction in CO2 emissions or other environmental initiatives.*
- *Outline any Safety Management processes in place and describe any steps taken to improve safety culture.*



This award is open to any air finance and leasing entity with a business registered in Ireland or a company with a significant business presence on the island of Ireland (for companies not based in Ireland, its activities must have a direct impact on Irish related operations, services and the Irish economy).

With regard to the last 12 months, please describe why the aviation leasing deal or achievement is deemed significant (i.e. innovation, timing, size, complexity, new structure, overcoming obstacles, etc.).

Each company must submit evidence for the size and nature of its organisation, where the work is carried out and its principal activities.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Please provide a summary as to why the aviation leasing deal or achievement deserves recognition.*
- *Other factors for consideration would include;*
- *Innovation in sale strategy.*
- *Lease placement.*
- *What were the financing operations?*
- *Acquisition and management.*
- *Transaction negotiation.*
- *Execution and deal structuring.*
- *Technical services including Irish aircraft registration.*



This award is open to any Maintenance Repair Organisation (MRO) with a business operation on the island of Ireland. We are looking for companies that in the last 12 months must have made a significant contribution to productivity, products lines, new contracts, new services or technological innovations in the field of maintenance, repair or overhaul activities.

Each company must submit evidence for the size and nature of the organisation.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *In relation to MRO services, describe a recent business innovations that has affected the organisation's overall strategy in accomplishing its business goals.*
- *Describe how the company increases value to the customer, looking at such things as effectiveness, efficiency and technical proficiency.*
- *How have specific and significant activities contributed to the growth of the company?*
- *How has the company made positive impacts on the operational excellence of the organisation, including such things as cycle time, quality, turnaround time, extended service life, increased collaboration and impact on decision-making?*



This award is open to any aviation fuel provider operating on the island of Ireland. Judges will be looking for a provider which has demonstrated consistent excellence over the past 12 months.

Each company must submit evidence for the size and nature of its organisation, where the work is carried out and its principal activities.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *How have specific activities contributed to the growth of the company? This can be measured by turnover or job creation.*
- *How has the company promoted excellence in customer service and support? Describe how you have reached beyond what was expected to provide the best service to your clients.*
- *Details of initiatives for the reduction in CO2 emissions or other environmental initiatives.*
- *Outline any Safety Management processes in place and describe any steps taken to improve safety culture.*
- *What has been your input into the wider aviation sector? How has the company shown its commitment to the improvement of the aviation industry?*



This award is open to any business entity involved in the provision of ground handling services on the island of Ireland. Judges will be looking for an organisation that is deemed significant in terms of providing exemplary support to the aviation sector.

Each company must submit evidence for the size and nature of the organisation. The company must have a track record of innovation and they must demonstrate the degree of innovation and their commercial potential.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *How have specific activities contributed to the growth of the company? This can be measured by turnover or job creation.*
- *How has the company promoted excellence in customer service and support? Describe how you have reached beyond what was expected to provide the best service to your clients.*
- *Outline any Safety Management processes in place and describe any steps taken to improve safety culture.*
- *How has your company contributed to the local community? Provide us with details of any specific community projects and environmental initiatives.*
- *What has been your input into the wider aviation sector? How has the company shown its commitment to the improvement of the aviation industry?*



This award recognises the individuals and/or teams engaged in the development, operation or maintenance of air traffic control on the island of Ireland. Judges will be looking for an outstanding achievement or contribution which has added to the quality, safety or efficiency of air traffic control.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Please provide a brief description of the nominees such as where they are based, key team members, skills and qualifications.*
- *Have the nominees demonstrated operational excellence, innovation and/or leadership? Is there a specific project which has been successfully implemented?*
- *Other factors for consideration would include;*
- *Contributions to safe and efficient airspace management, runways and final approach*
- *Safety Management processes in place, describing the steps taken to improve safety culture.*
- *Evidence of good management practice.*
- *Effective use of technology*
- *Details of any 'green' ATM concepts introduced or utilised*



This award recognises the outstanding airport based retailer (both solo operations and group retailers) on the island of Ireland. Judges will be looking for evidence of business growth and innovation.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Please provide a brief description of the retail unit(s) such as products offered, footfall, number of sites in Ireland and an indication of turnover over the past three years.*
- *How have specific and significant activities contributed to the growth of the company?*
- *Other factors for consideration would include;*
- *Innovative retail concepts introduced or utilised*
- *Outline specific initiatives taken to ensure excellence in customer service*
- *Can you demonstrate a good working relationship with relevant authorities?*



This award recognises the outstanding airport based or focused hospitality provider who can best demonstrate excellence over the past 12 months. Entries may come from bars, restaurants, cafes, fast-food eateries, other catering establishments and accommodation providers whose primary customer base is airport customers.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Please provide a brief description of the operation such as products offered, size and scope of the unit, footfall and an indication of turnover over the past three years.*
- *How have specific and significant activities contributed to the growth of the company?*
- *Other factors for consideration would include;*
- *Innovative concepts introduced or utilised*
- *Outline specific initiatives taken to ensure excellence in customer service*
- *Can you demonstrate a commitment to sustainability?*



This award recognises the outstanding inflight service provider with a business registered in Ireland or a company with a significant business presence on the island of Ireland (for companies not based in Ireland, its activities must have a direct impact on Irish related operations, services and the Irish economy). Judges are looking for the inflight retailer, caterer, technology or entertainment provider that can best demonstrate excellence in the past 12 months.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Please provide a brief description of the services provided, key clients and an indication of turnover over the past three years.*
- *How have specific and significant activities contributed to the growth of the company?*
- *Other factors for consideration would include;*
- *Innovative concepts introduced or utilised*
- *Outline specific initiatives taken to ensure excellence in customer service and engaging inflight consumers*
- *Evidence of training and support for crew members*
- *Can you demonstrate a good working relationship with relevant authorities?*



This award is open to any entity involved in General and Sport Aviation on the island of Ireland. In the last 12 months, how have you made a significant contribution or enhancement in relation to safety or access to General and Sport Aviation?

Each entity must submit evidence for the size and nature of the organisation where the work is carried out, its principal 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.

- *Have you demonstrated excellence in training programs, flight instruction or member activities?*
- *What is the combined flight experience of your staff? Have they received any notable awards or medals?*
- *What are your contributions to aviation safety?*
- *What significant outreach programs have you undertaken? This can include events to boost membership and community involvement or display events such as air shows.*
- *Have you improved facilities or infrastructure to increase the number, range and accessibility of aircraft accessibility to your site?*
- *Have you improved or increased the number of member or aircraft services provided on site?*



This award is open to any producer or supplier engaged in the exportation of aviation related products or services from the island of Ireland. In the last 12 months, you must have expanded or secured new export markets in the field of aviation related products or services.

Entrants must be currently exporting to one or more countries and have an expanding sales profile over the last 12 months. The judges will base their decisions on what your company has done differently to build up sustainable overseas markets. It is essential that your application highlights your key strengths strategies and achievements.

Each company must submit evidence for the size and nature of the organisation.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *List your main export markets and the total number of countries to which you export.*
- *What was your percentage increase in export sales in the last 12 months?*
- *Have you increased your export market and what creative or unique marketing techniques or technologies were used by your company?*
- *Is your overseas marketing control within Ireland?*
- *What are the reasons your company stands out from the crowd and should be granted a sector award?*
- *What impact has your company had on the community and the local economy (i.e.: job creation, new technology, etc.)?*



This award is open to any aviation entity on the island of Ireland or a company with a significant business presence on the island of Ireland (for companies not based in Ireland, its activities must have a direct impact on Irish related operations, services and the Irish economy). In the last 12 months, you must have developed or implemented an innovative approach, product or service which has provided either significant: cost, safety, business productivity, technological, environmental or customer benefits. The main point to drive home is how the innovation provided a working solution.

It must be developed within the last 12 months and at a stage of development that the organisation is happy to publicise this innovation. Each entity must submit evidence for the size and nature of the organisation where the work is carried out, its principal products/services.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *What was the rationale behind this innovation?*
- *Is the innovation an improvement on existing technology, and if so how much of an improvement?*
- *How was the idea developed from concept to market fruition or experimental design and completion?*
- *We are looking for products or ideas that leapfrog technology and provide simple and elegant solutions to long standing technical or practical problems.*
- *What are the benefits of the research?*
- *Does the initiative bring cost effective solutions to the sector?*
- *What is the potential impact of the technology/product/process or research to the Aviation Industry worldwide?*



This will be awarded to a person or to a business who have contributed to safety promotion or safety awareness, which is deemed to have enhanced behaviours, or carried an outstanding act (not time bound). This award is an ideal way of showing an organisation's commitment to improving its safety performance.

Each company must submit evidence for the size and nature of the organisation where the work is carried out.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Describe the Safety promotion initiative. What was the rationale and background behind the Safety initiative? Explain what aspects are new, better, significantly improved to give rise to a substantial positive change-provide evidence of results.*
- *How has the initiative contributed to the welfare of passengers, public or staff? How was the safety impact measured?*
- *What have been the other practical benefits of the initiative? Show successful outcomes, such as improvements in risk mitigation, performance, cost savings, environmental impact or any other aspect that shows better or more effective processes, products, technologies or ideas.*
- *How does the initiative contribute to an enhanced safety culture?*



This award is open to any aviation entity on the island of Ireland or a company with a significant business presence on the island of Ireland (for companies not based in Ireland, its activities must have a direct impact on Irish related operations, services and the Irish economy), which in the last 12 months, must have developed or implemented a new scheme, system or process which significantly improves sustainability and environmental performance in their respective sector.

The judges will be looking for a clear plan and evidence that it is delivering on core objectives. Make sure you explain the targets you have set, and how far have you gone in achieving them and if possible please show hard statistics demonstrating year-on-year comparisons. The judges are looking for companies and organisations that have introduced measures to reduce CO2 emissions, fuel consumption, carbon footprint, noise abatement etc.

Each company must submit evidence for the size and nature of the organisation where the work is carried out, its principal products / services.

Entry is by a 5 A4 page submission. Please detail any specific sustainability initiative and what it has achieved to date, paying particular attention to the criteria listed below.

- *Commitment and Leadership: Describe, if any, the commitments (internal or public) and leadership your organisation has shown in relation to driving the sustainability agenda within the aviation sector.*
- *Training: Describe, if any, the training and or employee engagement related to environmental sustainability offered through your organisation within the past 12 months.*
- *Innovation: Describe, if any, the new sustainable products and/or services your organisation has developed within the past 12 months to move it closer to its sustainability goals along with measurable results achieved.*
- *Practical benefits of any initiative and its impact on cost reduction.*



Open to any third level institution or business involved in the delivery and development of academic aviation educational courses or skills on the island of Ireland or a company with a significant business presence on the island of Ireland (for companies not based in Ireland, its activities must have a direct impact on Irish related operations, services and the Irish economy). In the last 12 months, it must have made a significant contribution to aviation related academic educational services.

Each institution must submit evidence for the size and nature of its organisation.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *What is the Curriculum? Detail curriculum development, course accreditation, and affiliation and student numbers?*
- *How did the course prepare the students for a career in the aviation industry?*
- *Dissemination of studies to the broader community: this can include publications, workshops and student awards or details of any competitions entered and prizes attained.*
- *Excellence in the education of students: we are looking for examples where an individual or institution has gone beyond curricular requirements to communicate and facilitate the teaching of students in any aspect of Aviation.*
- *Exposure of the students to the wider aviation community: this can include listings of invited speakers, details of site visits to research, industrial or other aviation institutions.*



Open to any training institution or technical training college involved in the delivery of aviation related training on the island of Ireland or a company with a significant business presence on the island of Ireland (for companies not based in Ireland, its activities must have a direct impact on Irish related operations, services and the Irish economy). In the last 12 months, it must have made a significant contribution to aviation training, particularly in the areas of flight crew, cabin crew, safety, engineering, technical or other specialist aviation training.

Each institution must submit evidence for the size and nature of its organisation.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *What is the Curriculum? Detail curriculum development, course accreditation, and affiliation and student numbers?*
- *How did courses improve the effectiveness of aviation employees?*
- *Outline how your training organisation contributes to aviation safety improvement*



Open to any business or academic institution involved in aviation related R&D activities on the island of Ireland. In the last 12 months, they must have started or contributed to a significant R&D development in relation to the aviation sector.

Each company must submit evidence for the size and nature of the organisation. The company must have a track record of innovation and they must demonstrate the degree of innovation in research and their commercial potential.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Outline your research program and how you have achieved it.*
- *Detail significant milestones achieved. What is the impact of the research to current developments in your field?*
- *Originality of the research/ work carried out in the organisation. How does your work compare to everybody else's? How competitive is your research?*
- *Quality of publications and/or patents/ or software.*
- *What is the societal significance of the work? It is something that will benefit passengers for the better?*
- *Professional Standing and accreditation: what are the qualifications of the organisation or accreditations achieved by the company?*



Open to any Irish aviation business entity involved in the supply of goods or services either B2C or B2B. We are looking for organisations that have made a significant improvement or enhancement in relation to customer services in either the B2C or B2B segments in the last 12 months.

Each entity must submit evidence for the size and nature of the organisation where the work is carried out, its principal activities. This includes the turnover, level of job creation /employment/ training.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *How have you significantly improved or enhanced customer services in either the B2C or B2B segments?*
- *Have you used any innovative initiatives or use of technology to promote customer service?*
- *What is your customer service strategy? Detail specific initiatives you have taken to ensure excellence in customer service?*
- *Detail any market and customer research you have carried and how you have used this information to improve customer service?*
- *How have you measured customer satisfaction and how have you acted to improve the customer satisfaction? How do you handle complaints and act to resolve them?*
- *How do you ensure that customer service is maintained at a minimum standard? Detail any training objectives that you have taken to raise the knowledge and skills of your staff.*



This Award is for any Aviation company or institution that is dedicated to providing ongoing training and career development to their staff. We are looking for companies that realise its people are their best investment.

Each company or institution must submit evidence for the size and nature of the organisation where the work is carried out and its principal activities.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *Detail what specific training schemes or apprenticeships you have enacted. What specific training instruments, technology or innovative educational approaches have you taken?*
- *How have training initiatives contributed to positive business outcomes? Have the training schemes contributed to customer satisfaction, commercial growth and turnover, deals done, collaborations established, investments made, launch of product or expansion?*
- *Detail specific case studies showing staff promotion and educational progression.*
- *How is training supported at an organisational level? Are there specific long term HR initiatives to support career development either within the company or at other academic institutions?*



Open to any business entity involved in the supply of aviation support services on the island of Ireland, including ground handling, catering, aircraft technical management, flight operations services, etc. We are looking for an aviation Support Service that is deemed significant in terms of providing exemplary support to the aviation sector.

Each company must submit evidence for the size and nature of the organisation. The company must have a track record of innovation and they must demonstrate the degree of innovation of products, services and their commercial potential.

Entry is by a 5 A4 page submission. Please explain your overall strategy and what it has achieved to date, paying particular attention to the criteria listed below.

- *How have specific activities contributed to the growth of the company? This can be measured by turnover or job creation.*
- *How has the company promoted excellence in customer service and support? Describe how you have reached beyond what was expected to provide the best service to your clients.*
- *What has been your input into the wider aviation sector? How has the company shown its commitment to the improvement of the aviation industry?*
- *How has your company contributed to the local community? Provide us with details of any specific community projects and environmental initiatives.*



CSR Initiative
of the
Year

The award will recognise outstanding social, ethical and community-focused initiatives and judges will give praise to organisations that are using CSR to gain competitive advantage.

If your submission relates to sustainability or environmental initiative, please enter the Aviation Sustainability & Environment Award.

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.

- *Planning and strategy: What is the CSR initiative? Why was this initiative started?*
- *Initiative implementation: What strategy was undertaken to achieve the project's aims and objectives?*
- *Project Excellence: Explain why you feel this project deserves special recognition for this award?*
- *Challenges: Explain challenges that were experienced and how they were overcome and the successes achieved. What lessons were learned?*
- *Benefit to the community: How has the project contributed to its surrounding environment or community? What will be the impact for the daily lives of the community?*
- *Personnel Development: How has the initiative contributed to the development of the company's employees and reputation?*

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 Aviation Industry Awards will take place in the Clayton Hotel Burlington Road, Dublin, on Friday, 12th July.

The Awards is a black tie gala evening where the cream of Ireland's aviation industry will be recognised and celebrated in front of hundreds of senior executives.

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.

Don't miss out, [book your seats online!](#)

What the People Say

"Too often Irish people are afraid to pat themselves on the back. We are really good at what we do in this industry and these Awards are the absolute Oscars if you like of the Irish aviation industry once a year."

-Dómhnaíl Slattery, CEO, Avolon Outstanding Contribution to the Aviation Industry recipient

"The Aviation Industry Awards night is a great night because we have our fellow leasing companies, we have our airline customers, all of the different service providers from maintenance to crew services we work with all year round."

-David Swan, COO, SMBC Aviation Capital

"Absolutely great networking opportunity... It is great to meet people that you haven't seen in a while and make new connections as well, so (it is) a great opportunity."

-Marc Giles, Aer Lingus People Development Award and Customer Service Award winner

"Everyone likes to celebrate their success and these kinds of Awards give airlines, give companies, give businesses the opportunity to celebrate that success and show the excellent job that they are doing in advancing our industry."

-Simon McNamara, -Simon McNamara, Director General, European Regions Airline Association

Opportunities

Business River is the network solutions arm of Event Strategies and owns a large suite of large, medium and small scale events across many industries and sectors.

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There are limited sponsorship opportunities available for this event.

To enquire further please contact

Kevin O'Driscoll, Commercial Manager – Sponsorship

01 407 0594

kevin@businessriver.com

kevin@eventstrategies.ie

