



**2020 FINALIST**

# **FINALIST INFORMATION PACK**

# JUDGING DAY

EACH YEAR WE RUN A JUDGING DAY THIS YEAR WE ARE HOLDING IT ON THE 10TH OF SEPTEMBER AT THE HOLIDAY INN. FINALISTS ATTEND AND HAVE A 8 MINUTE INTERVIEW WITH A PANEL OF 3 JUDGES COVERING AN ARRAY OF QUESTIONS RELATING TO YOUR BUSINESS.

WE FEEL THIS IS THE FAIREST WAY TO SCORE OUR FINALISTS AS IT GIVES US CHANCE TO GET INSIDE YOUR BUSINESS.

SOME PEOPLE ARE REALLY NERVOUS ABOUT THIS DAY BUT DON'T WORRY, WE PROVIDE YOU WITH POINTERS, INFORMATION AND VIDEOS IN THE RUN UP TO THIS DAY TO HELP YOU FEEL RELAXED AND AT EASE, THESE WILL BE DRIP FED IN THE RUN UP TO THE JUDGING DAY ON THE FACEBOOK PAGE, ON THE FINALIST AREA ON THE WEBSITE AND SENT VIA EMAIL. WE WANT YOU TO TURN UP TO THE JUDGING DAY FEELING CONFIDENT AND EXCITED.

THE JUDGES ARE GUIDED ON HOW TO RUN THESE SESSIONS AND ARE NOT ALLOWED TO GRILL YOU, WE WANT TO KNOW ALL ABOUT YOUR BUSINESS AND WE SPECIALLY SELECT JUDGES WHO WILL FOLLOW OUR STYLE OF JUDGING.

THE JUDGING DAY MAKES UP 75% OF YOUR TOTAL SCORE, IF YOU CANNOT ATTEND THE JUDGING DAY FOR CERTAIN REASONABLE REASONS THEN WE WOULD SET UP AN ONLINE VIDEO CALL WITH A PANEL OF JUDGES.

ALL OF THE PSBA TEAM ARE ON HAND THE WHOLE DAY TO ASSIST YOU.

WE WILL ALSO BE TAKING A SHORT VIDEO AND HEADSHOT FROM YOU FOR US TO USE ON THE NIGHT.

PLEASE COME DRESSED IN YOUR USUAL WORKWEAR, THIS MIGHT BE A BRANDED HOODIE OR JEANS AND A T-SHIRT, WE DO NOT EXPECT YOU TO BE IN FORMAL WEAR IF THAT ISN'T YOUR BUSINESS!

# JUDGING DAY TIMINGS

PLEASE SEE BELOW THE TIME SLOTS FOR YOUR CATEGORY, YOU WILL BE ALLOCATED A SPECIFIC TIME TO ATTEND THE JUDGING NEARER THE TIME BUT FOR THE MOMENT WE ASK YOU TO MAKE SURE YOU ARE FREE FOR YOUR ENTIRE SLOT.

IF YOU ARE IN MULTIPLE CATEGORIES PLEASE ENSURE YOU ARE FREE FOR ALL SLOTS.

YOU ARE MORE THAN WELCOME TO STAY AT THE VENUE TO WORK DURING THE DAY IF YOU WISH, FOOD AND REFRESHMENTS WILL BE AVAILABLE FROM THE BAR.

WE WILL BE FOLLOWING ALL GOVERNMENT GUIDELINES AND ADVICE TO ENSURE WE RUN A SAFE JUDGING DAY FOR ALL.

THE JUDGING WILL TAKE PLACE AT THE HOLIDAY INN, THORPE WOOD ON THE 10TH OF SEPTEMBER 2020.

9AM - 10.45AM	1PM-2.45PM
PUB & RESTAURANT	BUSINESS WOMEN
SERVICES	BUSINESS MAN
NETWORK MARKETER	NEW BUSINESS
11AM - 12.45PM	3PM - 4.45PM
RETAIL	HAIR
TRADE	BEAUTY
CREATIVE	

IF YOU HAVE ANY ISSUES WITH YOUR ALLOCATED SLOT PLEASE DO LET US KNOW AT YOUR EARLIEST CONVINIENCE SO WE CAN DO OUR BEST TO ACCOMMODATE YOU, LIKEWISE IF YOU CANNOT ATTEND THE JUDGING DAY PLEASE DO INFORM US ASAP.



# GRAND FINAL

## 10TH OCTOBER 2020

THE AWARDS ARE SET TO TAKE PLACE ON THE 10TH OF OCTOBER 2020 AT THE HOLIDAY INN, THORPE WOOD PETERBOROUGH FOR THE FOURTH YEAR!

WE HAVE HAD A LOT OF QUESTIONS AS TO WHETHER WE WILL STILL BE ABLE TO RUN THE EVENT DUE TO CORONAVIRUS, AT THIS STAGE WE HAVE NOT BEEN INFORMED OTHERWISE BUT IF WE DID NEED TO POSTPONE THE EVENT TO ENSURE WE ARE ALL SAFE, WE WILL POSTPONE THE EVENT.

WE HOPE TO MAKE THIS YEAR A HUGE CELEBRATION, A NIGHT OF FUN AND ENTERTAINMENT FOR ALL WHO ATTEND. THIS HAS BEEN A REALLY TOUGH PERIOD FOR MANY BUSINESS SO WE WANT TO CELEBRATE!

THE EVENING BEGINS WITH A DRINKS RECEPTION FOLLOWED BY A 3 COURSE MEAL AND ENTERTAINMENT FROM START TO FINISH,

AS WITH ALL OF OUR EVENTS WE ALWAYS HAVE SPECIAL TREATS AND SURPRISES FOR ALL FINALISTS AND GUESTS.

THE DRESS CODE FOR THE EVENING IS 'DRESS TO IMPRESS - BRIGHT AND MIGHTY!' FOR LADIES THIS MEANS A FORMAL EVENING GOWN PREFERABLY IN A BRIGHT OR BOLD COLOUR AND FOR MEN A SUIT OR TUX WITH A SPLASH OF COLOUR!



# GRAND FINAL TICKETS

TICKETS ARE £85 PER TICKET OR £950 FOR A TABLE OF 12

WE OFFER YOU THE CHANCE TO SPREAD THE COST OVER UP TO 4 MONTHLY PAYMENTS  
STARTING 1ST JULY.

YOU JUST PAY A SMALL DEPOSIT ONLINE TO SECURE YOUR TICKETS WITH THE REMAINDER SET UP AS A DIRECT DEBIT - DETAILS TO BE EMAILED WITHIN 48 HOURS OF DEPOSIT PAID.

## SINGLE TICKET PAYMENT PLAN

£5 PER TICKET DEPOSIT

4 MONTLY PAYMENTS OF £20

JULY/AUGUST/SEPTEMBER/OCTOBER

## TABLE OF 12 PAYMENT PLAN

£50 PER TABLE DEPOSIT

4 MONTLY PAYMENTS OF £225

JULY/AUGUST/SEPTEMBER/OCTOBER

YOU CAN RESERVE AND BOOK YOUR TICKETS BY VISITING

[WWW.THESMALLBUSINESSCO.CO.UK/PSBAFINALIST](http://WWW.THESMALLBUSINESSCO.CO.UK/PSBAFINALIST)

FINALIST ARE IN NO WAY OBLIGED TO ATTEND THE GRAND FINAL, ALTHOUGH YOU WOULD BE  
MISSING ONE HELL OF A NIGHT!

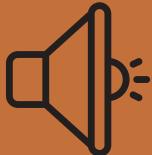
TICKETS FOR THE 4 MONTH PAYMENT PLAN NEED TO BE BOOKED BY THE 1ST OF JUNE - TICKETS AFTER THIS DATE WILL BE PAID FOR OVER FEWER MONTHS MEANING A SLIGHTLY HIGHER PRICE PER MONTH.

PAYMENTS CAN BE MADE FOR TICKETS IN FULL SHOULD YOU WISH TO DO SO.



# GETTING THE MOST FROM YOUR FINALIST POSITION

GETTING VALUE OUT OF OUR AWARDS PROGRAMME IS REALLY IMPORTANT, MAKE SURE YOU ARE FOLLOWING OUR FACEBOOK PAGE, YOUTUBE CHANNEL IN ORDER TO TAKE ADVANTAGE OF ALL THE CONTENT AND RESOURCES WE PUT OUT THERE!



## MARKET IT!

YOU WILL FIND ALL THE FINALIST LOGOS LOCATED ON THE FINALIST SECTION ON OUR WEBSITE, PLEASE DOWNLOAD AND USE THESE. YOU COULD USE THEM FOR  
-SOCIAL MEDIA  
-EMAIL FOOTER  
-PRINT AND DISPLAY IN STORE  
-SHARE ON AN EMAIL  
-BUSINESS STATIONARY



## BLOG IT!

BLOGGING IS A GREAT WAY TO GET OUT THERE INFORMATION TO YOUR CUSTOMERS AND FOLLOWERS IN A REALLY INFORMATIVE AND INTERESTING WAY, YOU CAN LET YOUR FOLLOWERS KNOW ABOUT YOUR FINALIST POSITION ON A BLOG!



## TALK ABOUT IT!

IF YOUR ATTENDING NETWORKING EVENTS, BUSINESS PITCHES, QUOTES FOR WORK - MAKE SURE YOU MENTION YOUR A FINALIST, WE HAVE BEEN ESTABLISHED FOR 4 YEARS NOW SO PEOPLE KNOW ABOUT THE AWARDS.

## DISCOUNTED EVENT AND COURSE TICKETS!

RECEIVE 20% OFF ALL COURSES AND EVENTS UNTIL OCTOBER 2020 - SIMPLY ENTER THE CODE PSBAFINALIST IN CHECKOUT. ALL COURSES CAN BE FOUND ONLINE AT [WWW.THESMALLBUSINESSCO.CO.UK/BOOK](http://WWW.THESMALLBUSINESSCO.CO.UK/BOOK)

# **CONTACT INFORMATION**

**WE ARE ON HAND TO ASSIST YOU WITH ANY QUESTIONS OR QUERIES YOU MAY HAVE, LOTS OF INFORMATION IS ON THE FINALIST SECTION OF THE WEBSITE, OUR FACEBOOK PAGE AND IN THIS PACK SO PLEASE CHECK HERE BEFORE CONTACTING US.**

**ALL OF THE PSBA DO OPERATE THEIR OWN INDIVIDUAL BUSINESSES AND THEREFORE THE BEST WAY IS TO CONTACT US VIA EMAIL OR FACEBOOK MESSENGER.**

**WE AIM TO RESPOND TO ALL QUESTIONS WITHIN 48 HOURS.**

**CONTACT@THESMALLBUSINESSCO.CO.UK**

**FINALIST AREA - [WWW.THESMALLBUSINESSCO.CO.UK/PSBAFINALIST](http://WWW.THESMALLBUSINESSCO.CO.UK/PSBAFINALIST)**

**VISIT OUR YOUTUBE CHANNEL FOR FULL FAQ'S WITH FOUNDER LAURA  
SEARCH THE PETERBOROUGH SMALL BUSINESS AWARDS**





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