



BEST EVENT OF THE YEAR

This category recognises the many superb events – small and large that are organised and run on Anglesey.

Entries will be judged on the event management and in delivering a top class experience for residents and visitors. Excellence in service, customer care and hospitality are key, as well as commitment to staff training and promotion of Anglesey's sense of place. Evidence of future planning and financial sustainability of the event will need to be demonstrated.

Make sure your answers include examples of innovative thinking and how you've succeeded in increasing the tourism season, if appropriate. And please make sure you send in as much supplementary information as possible when submitting your entry – examples of what to include can be found in the FAQs.

Please read the Frequently Asked Questions before completing your entry. Please complete your entry in English only.


ANGLESEY
TOURISM AWARDS
GWOBRAU TWRISTIAETH MÔN

ENTRY FORM – FRONT COVER

Award category:
Business name and address:
Website address:
Contact name:
Position:
Telephone No:
Email address:
Who would collect the Award if you won? Name:
Are you a member of the Anglesey Tourism Association? If not, would you be interested in receiving membership information?
I confirm the details given in the Award entry are true and correct Signed: _____ Date: _____

IMPORTANT: Please return the entry form with your submission and support material by **Monday 8 November 2010** to: Pip Cockeram, 13 New Street, Beaumaris (01248 811195) or Coed Cottages, Llanfechell (01407 710502). Please do ring beforehand to check someone will be present to accept your submission.

Please email accompanying images for your submission (size between 1-3MB) to Pip Cockeram at pip@pipcockeram.co.uk by the closing date or put on disc and included with your delivered submission.

Please read the Frequently Asked Questions before completing your entry. Please complete your entry in English only.



BEST EVENT OF THE YEAR

ENTRY FORM

1. Give details on your event including its nature, a brief history, length of time in business and any awards won to date
2. What were the visitor numbers to the last event and has this figure grown over the last three years? If so in what way?
3. How is the event managed and what economic and social benefits does it bring to the Island?
4. Have you implemented measures or improvements to operate in a more sustainable manner?
5. Do you promote a sense of place through links with the local community, use of local produce and services and promotion of the Welsh language and culture?
6. What measures do you have in place to ensure access for all?
7. How do you ensure and maintain exceptional standards of quality and customer care?

Please read the Frequently Asked Questions before completing your entry. Please complete your entry in English only.



Môn 2011
ANGLESEY
TOURISM AWARDS
GWOBRAU TWRISTIAETH MÔN

8. What is your target market and how do you promote the event to these potential visitors?
9. How do you evaluate your efforts and encourage customer feedback?
10. How is the event financed and how are you securing long term sustainability for the continuation of the event?
11. What was your greatest achievement at the last event (this could be a new visitor attraction element, new marketing campaign or increase in visitor numbers etc)
12. What differentiates your event from the many others?
13. What would winning this award mean to you and your team?

Please read the Frequently Asked Questions before completing your entry. Please complete your entry in English only.