



## THE GIFT AWARDS



UNITING THE GIFT INDUSTRY

HEADLINE SUPPORTERS  
SPRINGFAIR AUTUMNFAIR



# THE *Greats* GIFT RETAILER AWARDS 2022

ORGANISED BY

**Progressive**  
**gifts&home**

# ENTRY FORM

CLOSING DATE FOR ENTRIES

# JANUARY 31, 2022

[www.thegreatsawards.co.uk](http://www.thegreatsawards.co.uk)

THE ULTIMATE ACCOLADES FOR GIFT RETAILERS IN THE UK

# RETAILERS: PLEASE ENTER THE GREATS

## CELEBRATING GIFT RETAILING IN THE UK

The Greats Gift Retailer Awards are the only dedicated awards for gift retailers, rewarding excellence, innovation, passion and dedication over the last year. Gift retailers throughout the UK are invited to enter their shop(s).

Don't be shy about entering! The Awards are a great opportunity for you as a retailer to see your shop, store and staff recognised and rewarded.

Now in their 20th year, The Greats are owned and organised by Max Publishing (publishers of Progressive Gifts & Home and GiftsandHome.net). This year, marking a significant unified step forward for the UK gift industry, The Greats gift retailer awards and the GA's Gift of the Year (GOTY) awards are joining forces, with the winners of both awards programmes to be announced at a shared lavish black tie evening event on Thursday 12 May 2022, held at the Royal Lancaster Hotel in London.

**The awards are free to enter, open to all gift retailers, and reflect retailing activity during the previous 12 months. Retailers can enter as many categories as they wish.**

### CRITERIA

**Excellence in all areas across the retail spectrum including:**

- **Range of gifts.**
- **Product knowledge.**
- **Customer service.**
- **Shop environment.**
- **Marketing and display.**

### YOUR ENTRY FORM SHOULD INCLUDE

- **A completed entry form.**
- **A statement of key points which set you apart from the competition.**
- **Any relevant photographs or digital images to support your entry.**
- **Marketing literature, press cuttings or promotional material (if appropriate).**

### HOW TO APPROACH YOUR ENTRY: HELPFUL GUIDELINES

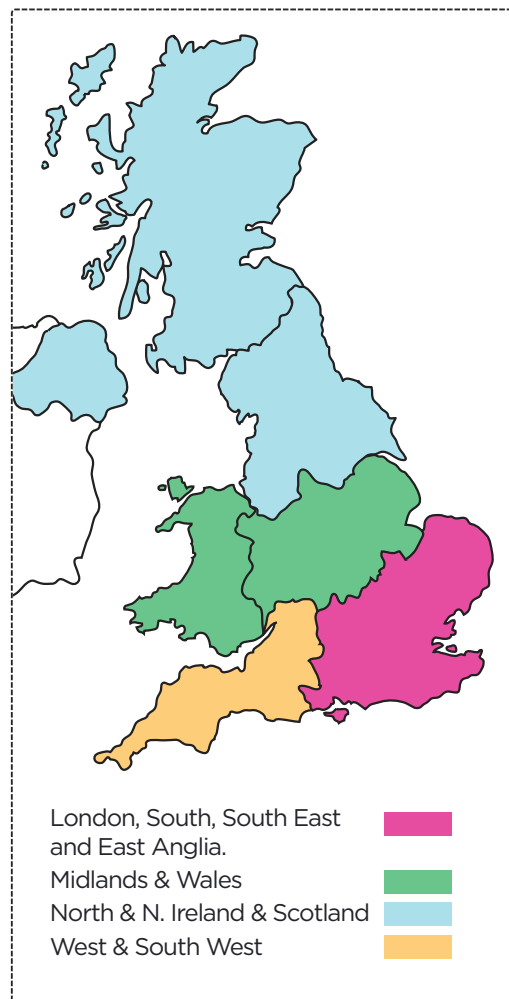
- 1 It would be helpful to have some background information about your shop: when it was opened, the retail concept behind it, what you sell, how many outlets you have and where they are located.
- 2 What do you think makes your shop different and stand out as being special? What makes it a worthy winner?
- 3 What have you done over the past 12 months to up the ante and encourage new business? Please include retail initiatives, outstanding displays, charity work, involvement with the local community, product diversification, the opening of a new outlet, etc.
- 4 Which if any awards have you won locally/nationally in the past 12 months e.g. a business award; best front window display; best Christmas window display etc?
- 5 If you've been featured in the local media (press, TV and radio) over the past 12 months, please tell us how and why.

### WHAT WE TAKE AS A GIVEN

That you and your staff offer customers excellent service; have in-depth product knowledge, and are happy to giftwrap customers' purchases.

### VISUALS

Please feel free to include anything visual e.g. photographs and press cuttings that represent your shop over the past 12 months.



**Entries can be emailed direct to Sue Marks at [suem@max-publishing.co.uk](mailto:suem@max-publishing.co.uk)**

**For more information, visit [www.thegreatsawards.co.uk](http://www.thegreatsawards.co.uk)**



# THE 2022 GREATS AWARD CATEGORIES

Please tick which category or categories you are entering in the box provided.

You can enter as many categories as you wish.

## Independent Gift Retailer Of The Year - London, The South, South East & East Anglia

**Criteria:** Independent gift retailers in London, the South, South East and East Anglia who have shown excellence in all areas across the retail spectrum over the past year, to include their range of gifts, product knowledge, customer service, shop environment, marketing and display.

☐

## Independent Gift Retailer Of The Year - Midlands & Wales

**Criteria:** Independent gift retailers in the Midlands & Wales who have shown excellence in all areas across the retail spectrum over the past year, to include their range of gifts, product knowledge, customer service, shop environment, marketing and display.

☐

## Independent Gift Retailer Of The Year - North, N. Ireland & Scotland

**Criteria:** Independent gift retailers in the North, Northern Ireland and Scotland who have shown excellence in all areas across the retail spectrum over the past year, to include their range of gifts, product knowledge, customer service, shop environment, marketing and display.

☐

## Independent Gift Retailer Of The Year - West & South West

**Criteria:** Independent gift retailers in the West and South West who have shown excellence in all areas across the retail spectrum over the past year, to include their range of gifts, product knowledge, customer service, shop environment, marketing and display.

☐

## Best Newcomer Gift Retailer

**Criteria:** A new independent gift shop or new branch which has opened in the UK since January 2019, showing excellence in all areas of the retail spectrum over the past year, to include their range of gifts, product knowledge, customer service, shop environment, marketing and display.

☐

## Best Specialist Multiple Retailer of Gifts (4 or more shops)

**Criteria:** Retailers with four or more shops demonstrating excellence in all areas across the retail spectrum over the past year. This includes product range, product knowledge, staff training, customer care, marketing and promotion, window and product display, as well as commitment to the gift sector.

☐

## Best Department Store Retailer of Gifts

**Criteria:** The category is open to individual independent department stores, or a specific branch of a department store group or the group as a whole, that has shown excellence in all areas across the retail spectrum in the past year. This includes product range, product knowledge, staff training, customer care, marketing and promotion, window and product display, as well as commitment to the gift sector.

☐

## Best Non-Specialist Retailer of Gifts

**Criteria:** The category is open to independent or multiple retailers for whom gifts are not their main product focus, to include visitor attractions, museums and supermarkets. Retailers should demonstrate excellence in all areas across the retail spectrum over the past year, to include their range of gifts, product knowledge, customer service, shop environment, marketing and display.

☐

## Best Garden Centre Retailer of Gifts

**Criteria:** The category is open to all independent or multiple garden centres demonstrating excellence in gift and homewares over the past year.

☐

## Best In Store/Window Display

**Criteria:** The category is open to retailers whose window and/or in-store displays are either specific to one product range, or of a more generic nature, demonstrating originality and maximise visual impact.

☐

## Best Retailer Initiative

**Criteria:** This category is open to all retailers who have undertaken a specific development or initiative over the past year that was instrumental in increasing retail growth of gift products, e.g. through promotions, community activity, charity collaboration, website activity, a staff training programme or a customer loyalty programme.

☐

## Outstanding Achievement Award 2022

**Criteria:** This very special award is presented to an individual who has contributed greatly to the UK gift industry. Nominations are invited from across the industry, with the worthy winner coming from the retail or supply side of the trade.

Name of nominee for Outstanding Achievement Award 2022 \_\_\_\_\_

Reasons for nomination (you may include a separate sheet) \_\_\_\_\_

# YOUR ENTRY SHOULD INCLUDE

1

A completed entry form.

2

A statement of key points which set you apart from the competition.

3

Any relevant photographs or digital images to support your entry.

4

Marketing literature, press cuttings or promotional material (if appropriate).

## NOW YOU HAVE COMPLETED THE FORM CAN WE PLEASE HAVE YOUR DETAILS

Name: \_\_\_\_\_

Shop Name: \_\_\_\_\_

Shop Address: \_\_\_\_\_

Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

## BOOK NOW FOR THE GREATS 2022 AWARDS CEREMONY

### WHERE TO SEND YOUR ENTRY

#### Please return this form to:

Sue Marks  
The Greats Awards 2022  
20 Firs Avenue, N11 3NG  
Tel: 020 8361 2055  
Mob: 07732 953 662  
E-mail: suem@max-publishing.co.uk

#### For ticket information or booking call:

Clare Hollick at Createvents  
Tel: 01183 340085  
Mob: 07769 905 959  
Email: clare@createvents.co.uk

### AWARDS CEREMONY

The Greats 2022 winners will be announced at a fabulous black tie evening dinner and awards event at the Royal Lancaster Hotel in London on Thursday 12 May 2022. Uniting the whole of the gift industry, the event will also see the product winners of the GA's Gift of Year awards being unveiled.

It will be an awards event to make the whole industry proud, attended by hundreds of gift suppliers and retailers – you just have to be there!

### RESERVE TICKETS ONLINE NOW AT MAX-TICKETS.NET

You can either book a table or individual tickets.

The cost is £208 per place + VAT.

The cost per table (10 seats) is 2,080 + VAT.

The cost per table of 12 seats (limited availability) is £2,496 + VAT.

## CLOSING DATE FOR ENTRIES IS JANUARY 31, 2022

