

TOURISM AWARDS

HOW TO ENTER, HOW TO GIVE YOURSELF THE BEST CHANCE, AND WHAT TO DO AFTERWARDS...

ERRICHEL
Where field meets fork

Dewar's
ABERFELDY
DISTILLERY

Dundas Castle 

- THE AWARD PROCESS IS A GREAT WAY TO TAKE STOCK OF YOUR BUSINESS, REFLECT ON ACHIEVEMENTS, AND ADDRESS WEAKNESSES
- AN AWARD CAN ENERGISE YOUR TEAM & PROMOTE THE 'FEELGOOD FACTOR' WITHIN YOUR COMPANY, AND AMONGST YOUR CUSTOMERS
- PROMOTED PROPERLY, AN AWARD CAN BE A VALUABLE FACTOR IN SOMEONE'S PURCHASING DECISION
- AN AWARD CAN LEAD TO FURTHER PROMOTIONAL OPPORTUNITIES
- AND AWARD CAN HELP PROMOTE YOUR REGION & YOUR SECTOR

WHY?

BUT

DON'T EXPECT AN AWARD TO TRANSFORM YOUR COMPANY: PERSEVERE IN A BIT MORE - BECAUSE IT WORTH!

YOU WILL PROMOTE THE AWARD WIN FAR MORE THAN IT PROMOTES YOU

HAVE YOUR PRESS RELEASE READY TO GO BEFORE THE AWARD IS ANNOUNCED

NEWS GETS OLD FAST, SO IF YOU'RE UP FOR A BIG AWARD, ENSURE THAT YOU HAVE A PRESS RELEASE READY TO GO THE MORNING AFTER 'IN CASE' YOU WIN! COVERAGE CAN NEVER BE GUARANTEED, BUT TARGET THE LOCAL & SPECIALIST PRESS, AS THIS WIN PROBABLY HAS SIGNIFICANCE WITHIN YOUR AREA OR YOUR TRADE



THANKS FOR LISTENING!

3. INTERVIEW/VISIT

IF YOU'RE ON A VIDEO CALL, POSITION YOURSELF TO SHOW OFF YOUR DTG. MAYBE HAVE SOME SOCIAL ADS BACKING UP YOUR APPLICATION TO HAND

IS THERE AN OPPORTUNITY FOR THE JUDGES TO MEET AND CHAT TO THE OWNER?

REMEMBER TO CONVEY EXCITEMENT, FUN & APPRECIATION

AWARD ENTRIES

1. CHOOSE WISELY

YOU MAY BE WANTED TO ENTER A SPECIFIC AWARD, BY INTERMEDIARY, BY AN AGENCY OR BODY RELATED TO THE RESPECTIVE AWARD - READ THE ADVICE AS THEY UNWITTINGLY SEE YOU AS DESIRABLE

IF MULTIPLE CATEGORIES HAVE BEEN SUGGESTED, IT MAY BE HELPFUL TO CHOOSE JUST ONE TO ENTER; I BELIEVE IT SHOWS FOCUS & INTENTION - CHOOSE THE ONE YOU FEEL YOU'VE GOT THE BEST CHANCE AT, WHICH SHOULD ALSO BE WHAT YOU MOST WANT TO BE KNOWN FOR WHEN YOU WIN!

YOUR CHOSEN AWARD SHOULD PASS THE 'TWOY TEST' - CHECK IT'S ESTABLISHED, CHECK OUT PREVIOUS WINNERS, & THE SELECTION CRITERIA. IF YOU'RE SHALL A 'VETERAN' AWARD MAY BE BEST-TO-SERVE

2. COMPLETING THE APPLICATION

AWARDING BODIES ARE LIKE CUSTOMERS - IT'S NOT REALLY ABOUT YOU, IT'S ABOUT THEM, AND WHAT THEY NEED TO JUDGE YOUR PUTTING THE AWARDS ON - MOST CAN YOU DO FOR THEM? THIS IS WHY MOST APPLICATIONS WILL CONTAIN A LOT OF BULLET POINTS SUGGESTING SUBJECT MATTER - FOLLOW THESE TO THE LETTER, EVEN IF IT'S NOT IMMEDIATELY CLEAR THAT YOU HAVE AN IMPORTANT POINT TO MAKE ON ONE OF THE SUGGESTED TOPICS

READ THE BOD-TEXT AS WELL AS THE TEXT - WHAT ARE THEY NOT SAYING? BE HONEST, ENTHUSIASTIC, EXCITED, AND GIVE THE IMPRESSION OF BEING A GREAT REPRESENTATIVE FOR YOUR CATEGORY

AS YOU CELEBRATE, A HUSH CAN DESCEND, DESPITE THE BEST EFFORTS OF THE ORGANISERS TO PROMOTE THE WINNERS, YOU'LL NEED A GOOD PR & PROMOTIONAL STRATEGY TO MAKE THE MOST OF YOUR WIN



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The
Scotch Whisky
Experience

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WHY?

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- **AND AWARD CAN HELP PROMOTE YOUR REGION & YOUR SECTOR**

BUT

**DON'T EXPECT AN AWARD TO TRANSFORM YOUR COMMERCIAL
PROSPECTS IN & OF ITSELF - BECAUSE IT WON'T!**

**YOU WILL PROMOTE THE AWARD WIN FAR
MORE THAN IT PROMOTES YOU**



AWARD ENTRIES

1. CHOOSE WISELY

YOU MAY BE INVITED TO ENTER A SPECIFIC AWARD, BY VISITSCOTLAND, OR AN AGENCY OR GROUP RELATED TO THE RESPECTIVE AWARD - HEED THIS ADVICE, AS THEY OBVIOUSLY SEE YOU AS SUITABLE

IF MULTIPLE CATEGORIES HAVE BEEN SUGGESTED, IT MAY BE HELPFUL TO CHOOSE JUST ONE TO ENTER; I BELIEVE IT SHOWS FOCUS & INTENTON - CHOOSE THE ONE YOU FEEL YOU'VE GOT THE BEST CHANCE AT, WHICH SHOULD ALSO BE WHAT YOU MOST WANT TO BE 'KNOWN AS' WHEN YOU WIN!

YOUR CHOSEN AWARD SHOULD PASS THE 'SNIFF TEST' - CHECK IT'S ESTABLISHED, CHECK OUT PREVIOUS WINNERS, & THE SELECTION CRITERIA. IF YOU'RE SMALL, A 'VOTING' AWARD MAY BE UNSUITABLE

2. COMPLETING THE APPLICATION

AWARDING BODIES ARE LIKE CUSTOMERS - IT'S NOT REALLY ABOUT YOU, IT'S ABOUT THEM, AND WHAT THEY NEED TO ACHIEVE FROM PUTTING THE AWARDS ON - WHAT CAN YOU DO FOR THEM?

THIS IS WHY MOST APPLICATIONS WILL CONTAIN A LIST OF BULLET POINTS SUGGESTING SUBJECT MATTER - FOLLOW THESE TO THE LETTER, EVEN IF IT'S NOT IMMEDIATELY CLEAR THAT YOU HAVE AN IMPORTANT POINT TO MAKE ON ONE OF THE SUGGESTED TOPICS

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BUZZ TOPICS

- **SUSTAINABILITY EFFORTS**
- **CHARITABLE OR CSR EFFORTS**
- **GOOD USE OF SOCIAL MEDIA**

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FUN & APPRECIATION**

CONGRATULATIONS!



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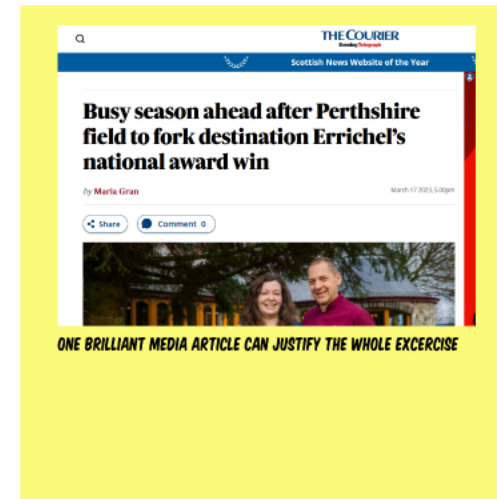
BE READY

YOUR RETAINED PR AGENCY WILL WRITE THE PRESS RELEASE AND DISTRIBUTE IT TO THEIR PRESS CONTACTS, BUT IF BUDGET IS LIMITED, YOU MAY HAVE TO WRITE & EVEN DISTRIBUTE IT YOURSELF

- ENSURE THE RELEASE & THE NOTES TO EDITOR ARE COMPELLING, AND READ LIKE 'NEWS'
- DOES IT SPEAK TO RECENT NEWS TRENDS?
- REVIEW THE MEDIA LIST WITH YOUR PR MANAGER - THEY SHOULD TARGET SPECIFIC JOURNALISTS, & OFFER PRESS VISITS, RATHER THAN SEND A MASS EMAIL
- IF NECESSARY, ENSURE COVERAGE BY SUPPORTING WITH ADVERTISING - THIS SHOULD ALWAYS APPEAR SEPERATELY
- REQUEST UPDATES & FOLLOW UP TO SEE HOW SECURING THE COVERAGE IS GOING
- REACH OUT TO YOUR OWN PRESS CONTACTS SEPARATELY AS THEY ARE LIKELIER TO RESPOND

A GOOD PRESS RELEASE

- YOUR PRESS RELEASE SHOULD READ LIKE NEWS - A LAZY JOURNALIST SHOULD BE ABLE TO COPY - PASTE YOUR RELEASE WITH FEW CHANGES AND PUBLISH IT!
- AVOID ANY 'OPINION' - DON'T SAY - 'HAS BECOME A FAVOURITE SUNDAY LUNCH VENUE WITH LOCALS', SAY 'HAS SERVED OVER 10,000 YORKSHIRE PUDDINGS SINCE IT BEGUN TO OFFER SUNDAY LUNCH' - STICK TO FACTS, SURVEYS, REVIEWS, AWARDS. THIS WAY YOU CAN SAY WHAT YOU WANT WITHOUT IT BEING REMOVED PRIOR TO PUBLICATION
- WRITE IN THE 'INVERTED PYRAMID' STYLE - THE HEADLINE SAYS IT ALL, THE NEXT PARAGRAPH SAYS IT ALL IN GREATER DETAIL, THE THIRD IN EVEN GREATER DETAIL.
- INCLUDE A QUOTE FROM THE WINNER (USUALLY THE OWNER OR GM), WHERE YOU CAN OFFER THANKS BUT ALSO BE MORE OVERTLY PROMOTIONAL



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Busy season ahead after Perthshire field to fork destination Errichel's national award win

by **Maria Gran**

March 17 2023, 5.00pm

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ONE BRILLIANT MEDIA ARTICLE CAN JUSTIFY THE WHOLE EXCERCISE

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YOU'LL ALSO WANT TO PROMOTE THE WIN HEAVILY ON YOUR OWN MEDIA & SOCIAL MEDIA CHANNELS.



DON'T BE SHY - IF YOU DON'T PUT YOUR AWARD WIN FRONT AND CENTRE, DON'T EXPECT ANYBODY ELSE TO!

SHARE ON ALL YOUR CHANNELS, BUT THESE ARE KEY:




- **LINKEDIN, SO YOUR BUSINESS COLLEAGUES AND CLIENTS CAN JOIN YOU IN CELEBRATING, AND YOUR TEAM CAN SHARE THE NEWS WITH THEIR OWN NETWORKS**
- **FACEBOOK, SO YOUR CUSTOMERS CAN JOIN YOU IN CELEBRATING, AND HOPEFULLY ADD KIND COMMENTS**

 **Errichel: Thyme Deli, Thyme Bistro & Errichel Cottages**
179 followers
1w • 

Thanks [Meetings Perthshire](#) for sharing the news that our Thyme Bistro was named [Slow Food UK's](#) Scottish Restaurant of the year! This one took us totally by surprise as 2023 was drawing to a close, and we were utterly thrilled that an org ...see more



Errichel's 'Thyme Bistro' named 'Best Restaurant in Scotland' by Slow Food
[meetingsperthshire.co.uk](#) • 2 min read

   Rosy Blair and 27 others

3 comments • 5 reposts

Scotland- we couldn't be here without them.
Scotland is an amazing place to do business and the support networks within our industry- the people who make it all happen behind the scenes- mentor, coach, share ideas and knowledge- they make it all possible.
Your support- whether you have visited, stayed or simply liked and followed our page means everything to us.
Every day we meet more people who are just discovering our wee business for the first time & we look forward to meeting new faces and welcoming back friends this year.
[#ThistleAwards](#) [#foodtourism](#) [#gorural](#) [#scottishagritourism](#) [#scotfoodanddrink](#) [#scottishcheese](#) [#scottishcharcuterie](#) [#thankyou](#) [#johnstonsfelgin](#) [#jthomsoncolourprinters](#) [#visitscotland](#) [#visitaberfeldy](#) [#perthshire](#)



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  153

59  8 

***THANKS FOR
LISTENING!***