



NAJ Awards 2019 | Awards Criteria and Guidance

All the NAJ Awards are free of charge to enter, and entry isn't just limited to NAJ members – though we'd love it if you were! However, the Awards do have a strict deadline of Noon on 14 October 2019.



Image: Facets PR collecting their Award in 2018.

Company Awards

Running rings round the competition? Tell the world!

Including: Service Provider of the Year, Jewellery and/ or Watch Supplier of the Year, and Retailer of the Year.

These awards are given to the most outstanding Jewellery companies in the UK and are purposefully split into these different categories to recognise companies that feature throughout the Jewellery value chain.

Your entry should include:

- An accurate description of how your reliable and professional company meets the expectations of its internal and external stakeholders, including customers, employees and suppliers
- An explanation of your company's contribution to the professional Jewellery community and/or your local community
- A description of how you have developed your business, whether that be training for employees, new product development or commercial successes
- Achievements that you're most proud of, and/ or how you have been able to overcome barriers and challenges
- Demonstration of values of professionalism, integrity and honesty.

Individual Awards

Who's shining bright like a diamond? Give the gift of recognition!

Including: Sales Person of the Year, Designer of the Year, Workshop Professional of the Year, and Team of the Year.

These awards are given to a Jewellery professional and/or team that consistently demonstrate a high level of professionalism, integrity and honesty as part of the UK Jewellery Community. Individual awards are purposefully split into different categories to recognise individuals that feature throughout the Jewellery value chain.

Your entry should include:

- A description of a highly professional, reliable, creative and honest jewellery professional or team
- Key achievements for the individuals themselves as well as achievements for their team, employer, customers and community
- Specific examples of personal attributes and attitudes which make the individual or team particularly worthy of recognition.

"We decided to put in a bid again because it shows that we're pushing hard to make an impact on the industry."

Phil Spencer,
London Diamonds & Emeralds

Innovation of the Year

Have you started a chain reaction? Shout about how you lead from the front!

This award is given to a company that's done something original or made a significant addition or change to their business that has delivered a positive impact.

Your entry should include:

- A description of the innovation (a new method, idea, product or process) that demonstrates professionalism, integrity and honesty
- The impact the innovation has made to the business, staff team, customers and wider sector



- Clear information and statistics on what level of time, money and effort went into making the innovation a success

CSR Initiative of the Year

Broken new ground and made a difference? Your customers and peers deserve to know!

This award is given to a company that's delivered an activity that has contributed to wider society, a specific community or a cause through raising awareness, making a contribution of time or funds, or other associated initiatives.

Your entry should include:

- A description of a project or activity that demonstrates professionalism, integrity and honesty
- Clear guidance on what contribution on your company's part took for the project or activity to be successful
- Explanation of if and how the initiative achieved the desired impact, both on the intended group and for the company.

"Every NAJ Member has a story to share, and we'd love those stories to be recognised at the 2019 Awards."

Simon Forrester,
NAJ Chief Executive

Website of the Year

Got a pearler of a website? You should be rewarded for all that hard work!

This award is given to a company that's significantly enhanced or maintained an excellent web presence which clearly communicates the company's brand proposition to the intended target audience across multiple devices.

Your entry should include:

- A description of how your website demonstrates your brand, professionalism, integrity and honesty
- Clear guidance on what contribution (time, resource, money and effort) it takes to deliver and maintain such a web presence
- Evidence of impact including both traffic and conversions, as well as feedback and secondary impacts the website has been able to deliver in other areas of the business.



Image: W.E. Clark & Son in Lewes, East Sussex

Physical Shop Front of the Year

Is your high street profile a [diamond] cut above? Bragging rights could be yours!

This award is given to a company that's been able to enhance or maintain an excellent physical presence which clearly communicates the company's brand proposition to the intended target audience in a physical setting.

Your entry should include:

- A description of how your physical shop front demonstrates your brand, professionalism, integrity and honesty
- Clear guidance on what contribution (time, resource, money and effort) it takes to deliver and maintain such a physical shop front
- Evidence of the positive impact the physical shop front has upon your business.

Dates for your diary

1st July | Entries open

14th October | Entries close

21st October | Shortlisting and judging takes place

4th November | Shortlist announced

5th December | NAJ Awards ceremony held at Benevolent Society Ball, Solihull

More details visit naj.co.uk/awards