



MAKING BUILDINGS WORK

**Commissioning Specialists  
Association**

**PRESS RELEASE  
May 2020**

## **Why Award Entry Makes Sense**

The CSA Awards were conceived and launched with the primary aim of recognising and rewarding business and professional excellence across the entire commissioning arena. Here, we detail ten key reasons why submitting an entry makes both promotional and commercial sense.

### **1. Brilliant PR for your business**

It really is a no-brainer - free marketing and PR for your business! You get to use the official CSA Awards Finalists or Winners logo on your website, brochures, business cards, literature, emails and sales material; boosting awareness around your brand and helping to promote your business to new customers. The Awards celebrate your best achievements and the hard work you have put in to making your business a success. If you want to be part of an industry wide initiative that will get you talked about, this is the way to go. It is great to have your business endeavours recognised, so it is important to make sure that people know what your business has achieved. Winning an industry award can help secure new contacts, find new supply channels and break into new markets.

### **2. Great for benchmarking**

Entering the CSA Awards will make you think hard about your business. The application process for entering an award category can often force you to look at your business from a different perspective and compare yourself to your competitors. How do you stack up against others in your field, be it through



innovation, diversity, sales growth, customer service, investment in people or strategic thinking? Preparing an entry can often force you to consider ways of doing things better and to identify areas for improvement. This could be of real benefit to your business, and something which is even more valuable than the prize itself.

### **3. Increased credibility**

Winning a CSA Award, or simply being short-listed as a Finalist, can act as a 3rd party endorsement for your business. A win can give a seal of approval to your activities and is a sign of quality for potential customers, so can form part of your sales pitch. It can also help improve relationships with suppliers. It is a great way of differentiating your company from competitors and will send out positive signals to customers.

### **4. Employee motivation**

The Awards recognise the hard work and achievements of your employees so winning one can help boost staff morale and improve motivation. Employees are focused on what is great about the company they work for and can feel proud to be a part of it. Staff could be invited to the gala awards ceremony which can not only yield great networking opportunities, but also serve as a well-earned thank you by just being a great night out.

### **5. Attract talent**

Rising stars of the commissioning world will love to work for you. Business awards validate your hiring stature among new recruits. By pitching yourself as the best, you can attract the talent you need to push your business forward. Increased employee morale will also help attract and retain new recruits.

### **6. Network with fellow business leaders**

Attending the gala awards dinner gives you the opportunity to network with other business leaders and professionals.



## **7. Expert in your field**

Winning or being shortlisted for an award can cement your reputation as a trusted authority in your field, which in turn brings future work and on-going PR opportunities.

## **8. Differentiate your business from your competitors**

When a potential client or business partner is sizing you up against your competitors, a business award could just give you the edge.

## **9. A Night to remember**

You, your colleagues and your customers will be entertained, wined and dined at a superb Central London venue.

## **10. A shiny Awards Trophy and Certificate**

The recognition you deserve for a job well done, presented to you in front of your peers, and for display in your Reception Area or Boardroom. What more could you ask for?

## **Closing date for entries**

Due to the Coronavirus pandemic, the awards ceremony will this year be held on 20<sup>th</sup> November, with the closing date for all entries being Friday 2<sup>nd</sup> October. So, for those wanting industry-wide recognition for a job well done, be it for technical innovation or application know-how, for environmental consideration or commitment to training, they should make a note of this important date. It is completely free of charge to enter the awards, but the promotional value associated with being selected as a finalist is worth many hundreds of pounds. And for those individuals and companies who become one of the seven winners, the promotional benefit is even greater.

Commenting on the awards, CSA Chairman, Mark Todd said "The 2019 CSA Awards proved once again to be a huge success and provided an excellent forum through which to celebrate business and professional excellence right across the commissioning arena. Despite the challenges brought about by the current pandemic, I very much look forward to building on that success, and would



encourage all those operating in this wonderful sector of ours to put forward a nomination and pursue the recognition they deserve.”

He added,“ As the saying goes, ‘you need to be in it to win it’, so please do go online, review the categories and begin preparing your entries – just being selected as a finalist can offer superb brand exposure, so what have you got to lose?”

### **Further details**

The gala awards dinner will be staged on Friday 20<sup>th</sup> November at the Guoman Tower Hotel, St Katherines Way, London – adjacent to Tower Bridge. For more information, please visit the website [www.csa-awards.co.uk](http://www.csa-awards.co.uk) or call the event organiser, Touchwave Media, on 07785 290034.

Issued on behalf of the CSA by Touchwave Media Ltd  
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Note to Editors:

#### [About CSA](#)

Established in 1990, the CSA is an association for the commissioning industry within the construction world. Its membership comprises commissioning industry companies, individual commissioning engineers and associated companies (such as equipment manufacturers, instrument suppliers, etc.), who have a vested interest in ensuring that the commissioning function in today's complex built environment is carried out to a uniformly high standard.

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