



*Intelligent*  
**Instructor**  
*Awards 2022*

Rewarding excellence in the ADI market

**Sunday, 13th February 2022**

..... All sponsorship or exhibition enquiries, please contact: .....

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# II *Intelligent* **Instructor** *Awards 2022*



## Background

The **Intelligent Instructor Awards** recognise and reward the achievements of the very best instructors, schools and suppliers within the driving instructor industry.

Launched in 2019, they've quickly become recognised as the most credible and sought-after awards, offering huge benefit and value to the award winners. There are 10 different awards categories, spanning the full spectrum of driving industry. From service providers to those offering tailored products, from regional driving schools to those operating nationally, and of course those all-important driving instructors - 11 regional winners and one national champion.

## Intelligent Instructor Awards categories

- 1 Driving Instructor Insurer of the Year**
- 2 Product of the Year**
- 3 Professional Support Provider of the Year**
- 4 Car Supplier of the Year**
- 5 Driving Instructor Car of the Year**
- 6 Local Driving Instructor Association of the Year**
- 7 Regional Driving School of the Year**
- 8 National Driving School of the Year**
- 9 Driving Instructor of the Year**  
(11 regional awards, one overall winner)
- 10 Services to the Driver Training Industry Award**



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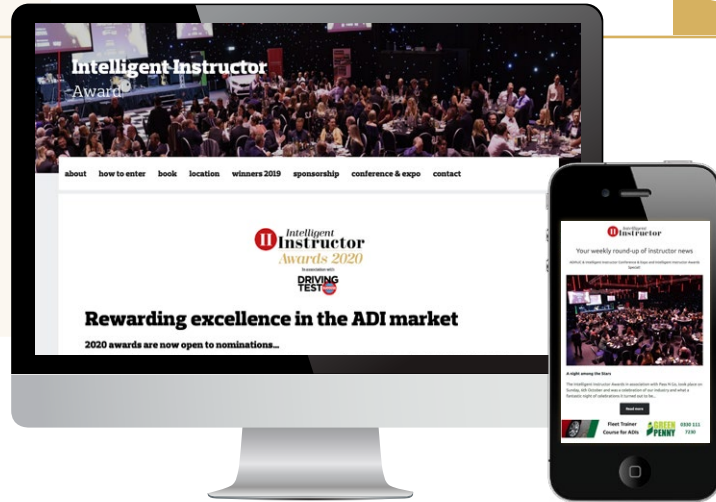


## Heavyweight marketing

**Intelligent Instructor** utilise its full suite of marketing channels over a sustained period to promote the awards. This includes maximising the number of entries and nominations when the awards officially open, through to publicising the shortlist to encourage widespread voting. Naturally, there is a frenzy of activity to publish the results and to fuel the post-awards PR exposure.

There's a consistent flow of news articles on [intelligentinstructor.co.uk](http://intelligentinstructor.co.uk), the industry's busiest website which receives over 6,000 monthly unique visitors, prominent exposure on the weekly **Intelligent Instructor** newsletter, regular emails to the opted-in 7,000 email database and multiple social media posts on the Facebook page which has over 4,000 followers. Utilising these channels and working with other influential industry partners, help ensure the **Intelligent Instructor** Awards is amplified to an audience on an unprecedented scale!

The awards are announced via a pre-recorded ceremony, announced via a co-ordinated broadcast via **Intelligent Instructor's** digital channels – website, email, social, YouTube. The free-to-air awards show is



promoted heavily in advance of the event with instructors, key industry personnel and suppliers encouraged to pre-register to tune in for the 'live' broadcast. The digital audience will have the ability to not only watch, but to comment and offer opinions as the winners are announced.

The awards are presented in person at the **ADINJC & Intelligent Instructor Conference & Expo** via a dedicated ceremony during the day.

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## Judging process

Entries are encouraged across nine of the 10 award categories. The Driving Instructor of the Year category is judged differently as our sister company **FirstCar**, the market-leading publisher in the new driver market, encourages learners and newly qualified drivers to nominate instructors if they've excelled and had a really positive impact. These submissions help create 11 regional shortlists, resulting in multiple regional winners with one National Driving Instructor of the Year.

All shortlisted entries are judged by a combination of our expert, independent judging panel as well as votes received by the wider driving instructor audience. An equal weighting from both the public vote and those from our judging panel help reach a combined score to find our worthy winners.

In 2021 over 5,000 votes were cast! **Intelligent Instructor** encouraged its audience to vote via the slick awards portal, whilst supporting partners and those shortlisted proactively encouraged their audiences to vote too.

## Timings

- **November 2021** – nominations open
- **January 2022** – entries close
- **January 2022** – shortlist announced, public voting opens
- **February 2022** – voting closes
- **March 2022** – Intelligent Instructor Awards ceremony broadcast



VIDEO



# II Intelligent Instructor Awards 2022



## Sponsorship Opportunities

Sponsorship of the event brings with it powerful exposure aligned to this unique event. With further amplification of the sponsor's brand via **Intelligent Instructor's** heavyweight marketing – website, newsletter, email database and social media both pre and post event as well as via the wider network within the driver training industry. No other event in this market has such targeted media strength behind it.

KwikFit and Michelin are the returning Headline sponsor, but supporting Gold and Silver sponsors opportunities remain.

## Sponsorship

	GOLD £5,995	SILVER £2,995
<b>COST (all prices subject to VAT)</b>		
Sponsor reference	'supported by'	X
<b>EVENT:</b>	<b>GOLD</b>	<b>SILVER</b>
No. of awards sponsored	2	1
Senior executive invited along to filming of awards ceremony	✓	X
Sponsor's branding on all marketing literature	✓	✓
Sponsor thanks in opening and closing speeches	✓	✓
<b>Sponsor branding:</b>		
■ Pre-event publicity - launch phase, appeal for nominations, shortlist announcements, etc.	✓	✓
■ During filming - at the location, on screen, within broadcast	✓	✓
■ Post-event - awards recording hosted on YouTube, extensive promotion of results via all Intelligent Instructor channels and wider industry network	✓	✓
Sponsor logo to appear on the main screen during the event and next to relevant award category	✓	✓
<b>ONLINE:</b>	<b>GOLD</b>	<b>SILVER</b>
■ Branding on awards portal	✓	✓
■ Eshot to Intelligent Instructor database	✓	✓
■ Facebook boosted post	✓	X
<b>intelligentinstructor.co.uk</b>		
■ Display MPU advert	x 3 months (£3,000)	x 1 month (£850)
■ Sponsored feature	✓	X
■ Enhanced Supplier Directory listing	x 6 months	x 3 months
■ Intelligent Instructor Newsletter MPU banner	x 3 months	x 1 month
■ Within congratulations e-mail to the Intelligent Instructor database	✓	✓
■ 12-month license to use the award category	✓	✓