**Logo, company name

Description automatically generated**

**Intelligent Instructor Awards 2022 Guidance Notes**

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**

\*The Driving Instructor of the Year will be nominated by newly qualified and learner drivers.

* All other entries are to be submitted via email to [awards@intelligentinstructor.co.uk](mailto:awards@intelligentinstructor.co.uk)
* The awards are free to enter
* Entries are limited to 1,000 words
* When submitting your entry, please assume judges and the public have no prior knowledge about you
* Three single page supporting documents can support the entry, supplied as a single PDF, no larger than 5MB. The supporting statement may include text, images videos and graphs.

**Scoring system**

* 50% of the weighed score will be attributable to the driving instructor public vote, whilst 50% will be weighted towards the independent awards judging panel.
* The judging panel
  + The judges will mark each entry on the list of set criteria set out on the entry form, relevant to that category, on a scale of 0-10. No evidence scores zero, very strong evidence scores the maximum ten points
  + They will have access to your competed entry form
  + The entry with the highest combined total score, taking in to account all judges scores, will be adjudged to be in first place, the next highest score in second place, etc.
  + No member of the panel will judge a category that their organisation or themselves has entered, assisted or collaborated with in any way
  + Where a judge is precluded from offering a score due to a vested interest, an average score is taken from the other scoring judges and added to the overall total
  + A carefully selected panel of judges with extensive industry experience, who agree to strict impartiality and confidentiality, help judge the Intelligent Instructor Awards
  + No judge is permitted to speak to entrants about their entry before or during the event, but entrants can ask for feedback post event to help improve moving forwards
  + All information supplied will be treated in the strictest confidence.
* The public vote
  + The driving instructor public will cast their vote via the awards voting platform
  + This platform will showcase your logo or supporting image and 50-word synopsis
  + The entry with the highest number of votes per category will be in first place, those with the next highest number of votes second, etc
  + Only one vote per email address, multiple entries will be classed as void.
* Those entries who achieve the highest combined ranking from our two voting methods, will be judged the winners in the respective categories
* In the event of tie the head of the judging panel will make the final decision
* A ‘Winner’ and ‘Highly Commended’ award(s) will be awarded per category
* When entering the awards you need to submit a 50-word synopsis with a supporting logo to be used in the pre-marketing of the awards
* Submitting an entry with the entrant’s name confirms your agreement with our terms and conditions.

**Key dates**

* 2 November 2021 – Awards nominations open
* 2 December 2021 – Awards entry deadline
* w/c 13 December 2021 – Awards shortlist announced and public voting opens
* 7 January 2022 – Judging panel submits votes
* 14 January 2022 – Public voting closes
* 13 February 2022 – Winner announced

**Terms and Conditions**

* All entries must use be emailed through to [awards@intelligentinstructor.co.uk](mailto:awards@intelligentinstructor.co.uk) Please do not send entries by post as they will not be considered.
* The organisation and the person named on the entry form as THE ENTRANT will be the names used for any award presentation.
* By entering you agree to the information in your entry being shared (in absolute confidence) with our judges, solely for the purposes of the Intelligent Instructor Awards.
* A member of our team or one of our judges may contact you, if they require any further information or clarification.
* The judges’ decisions are final and no correspondence will be entered in to.
* Winners and Highly Commended entries will have their schemes showcased via the Intelligent Instructor channels – website, newsletter, social media. Confidential information will not be published.