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**Training Provider of the Year**

This could be an individual, dedicated training company or even a driving school’s internal training programme. It must offer a first-class service with proven results to help develop instructors’ skills, and in turn drive up the standard of training the instructors deliver to their student drivers.

**Name of training provider nominated:**

**Contact name:**

**Position:**

**Organisation:**

**Telephone number:**

**Email address:**

**50-word award entry synopsis**:

NB. The synopsis and logo will be showcased on the Intelligent Instructor Awards voting portal for the public to view.

**Supporting logo to be attached as a separate file with entry:** (high resolution, jpeg and/or png file, square or landscape)

Please limit your entry to no more than 1,000 words. You can submit a maximum of three A4 pages of supporting documents too. Marks will be awarded, out of 10, for each of the headings below, by each of our judging panel, on how well you meet each part of the criteria.

1. Product/service description

Please describe the type of training support you offer to the driving instructor. What are your USPs? How do you differ from others on the market?

1. Benefits

How do you help instructors become better driver trainers? Can you demonstrate evidence on how you have made a real difference to the instructor? Are there tangible results to back up how effective your training is?

1. Innovation

How have you developed your service offering to meet today’s modern needs? How have you embraced modern technology to help make the service you provide better? How has your offering developed over time in today’s rapidly changing world to remain relevant for the modern instructor? How nimble is your organisation? What are your future plans to remain ahead of the game?

1. Success

How do you measure the success of your services? How quickly are you growing? Does your service help ADIs improve the learning-to-drive experience, keep learners safe and/or encouraging better driving? What are your customer retention levels?

1. Customer satisfaction

Please provide evidence of customer satisfaction, either through independent reviews (e.g. Google or Feefo), customer testimonials and/or real-life examples. Do you develop your offering based on customer feedback?

1. Additional information

Please include any further information which you think makes you stand out from others.

Entries are to be submitted via email to [awards@intelligentinstructor.co.uk](mailto:awards@intelligentinstructor.co.uk)

Closing date 2nd December 2022.