
CATEGORY

The British Book Award for Export

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#BritishBookAwards

What are the judges looking for?

Our judges are looking for export teams that have performed outstandingly well over the judging period and whose efforts have added to the company's overall trading performance.

Who can submit?

Any publisher based in the UK or Ireland.

What to submit?

Please submit via the awards website, a zipped-file, including a PDF of up to 1,500 words covering the requirements listed on the right, alongside any supporting graphics. Please include within this file:

- a hi-res image of the publisher's logo
- staff and author images
- relevant book jackets.

Please include

Business and sales successes

- Overall revenue figures are important but not the be all and end all. Judges recognise that a small education start-up, for instance, will inevitably have lower revenues than a long-established large publisher. It is how each company has performed, year on year, that matters. With that in mind, please show evidence of sales or wider commercial success, with supporting data, and with reference to those markets that are performing well, and how they were approached by you/your team
- Because of the different sizes and specialisations of entering companies, please outline your measures of success and how the teams have performed against budgets
- Please demonstrate how your team grew over the year and what you did to expand the footprint into other markets/territories
- Please outline any special initiatives you employed to take advantage of developing markets, or to sustain traditional areas
- Please include a high-resolution image of your company logo as a separate attachment

Artificial Intelligence

- Please outline your strategies and policies for making use of the emerging technologies in the area of artificial intelligence. This can include business success, the adoption of new guidelines, or the effective introduction of AI within your business

Other guidance

- Judging period: January to December 2024
- As sales figures will show internal financial data, judges do not expect them to be audited. But in making this submission, you are confirming that they are accurate to the best of your knowledge
- Our submission site works best with file sizes lower than 50MB. If you encounter any difficulties, please email awards@thebookseller.com