

# NZ BOOK INDUSTRY AWARDS 2021

## AWARD INFORMATION

### NIELSEN BOOK NZ PUBLISHER OF THE YEAR

#### Who should enter?

This category is aimed at finding the best business engaged in the publishing, sales or distribution of books into the New Zealand market.

#### Criteria

The judges are looking for consistently high standards, commercial success and all-round excellence in your business. Examples should relate to the period 1 April 2020 to 31 March 2021 and could include:

- **YOUR PRESENCE IN THE BOOK TRADE** – Lively, creative and engaging publishing. The discovery of creative and commercially significant debut authors. Ongoing support for established writers and promotion of backlist titles.
- **INNOVATION** – What you've achieved in the promotion, design, publicity and marketing of books in all formats.
- **ONLINE** – Tell the judges about your consumer engagement through, for example, social media channels and direct marketing.
- **DIVERSITY AND INCLUSION** – Give examples of how your company empowers and supports a diverse and inclusive publishing industry in Aotearoa New Zealand.
- **OPERATIONAL EXCELLENCE** – The commercial success of your publishing programme, evidence it is part of a sustainable, durable business and examples of how you ensure a supportive and creative working culture in your business.
- **CUSTOMER SERVICE** – How do you provide advice and support to your customers, including evidence of an efficient distribution system.
- **ENVIRONMENTAL SUSTAINABILITY** – Detail the actions you are taking.

#### What to submit

- A completed entry form.
- A single PDF (10 pages max.) which addresses the above criteria.
- Some of the things you could include are: Marketing and publicity campaign highlights, examples of media coverage and reviews, rights deals, sales data and market share, awards success and bookseller referees.

#### Entry fee

This year there is no entry fee for members of PANZ and/or Booksellers NZ. Non-members may enter for a fee of \$100 + gst.

#### The prize

Thanks to Nielsen Book, the winner will receive a \$250 cash prize. The winner will be presented with a trophy and certificate at the Awards Dinner on Saturday 21 August. Winners may be called on to do media interviews in the weeks following the Awards to talk about their win.

**Booksellers**  
Aotearoa New Zealand

 **Publishers  
Association of  
New Zealand**  
*Te Rau o Tākupu*

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## How to enter

Email your entry to [gemma.browne@booksellers.co.nz](mailto:gemma.browne@booksellers.co.nz) by 5pm on Friday 9 July 2021.

**Booksellers**  
Aotearoa New Zealand

 **Publishers  
Association of  
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*Te Rau o Tākupu*