

NZ BOOK INDUSTRY

AWARDS 2020



AWARD INFORMATION

NIELSEN NZ BOOKSHOP OF THE YEAR

Who should enter?

This category is aimed at finding the best bookshop in New Zealand. Entries are welcome from independent and chain stores.

Criteria

The judges are looking for evidence that you've been running a great bookshop over the past year. Examples should relate to the period 01 April 2019 to 31 May 2020 and could include:

- **OPERATIONAL EXCELLENCE** – How does your store excel in areas such as stock selection and inventory management, staff management, social media activity, marketing and promotions?
- **CUSTOMERS AND SERVICE** – Tell us about ways your store goes the extra mile to provide the best possible customer service.
- **YOUR PLACE IN THE COMMUNITY** – How does your bookshop fit into your local area? This might include events, work with the local library or school, or how you act as a hub for people in your area.
- **THE PHYSICAL SHOP** – What makes your store a great place to spend time and money?
- **COMMERCIAL SUSTAINABILITY** – How is your store ensuring commercial sustainability? Show the judges evidence of this.
- **ONLINE** – Tell the judges about your website, online sales and social media engagement.
- **COVID-19 RESPONSE** – What did you do when you couldn't sell books? How did you manage staff and communicate with suppliers and the wider community throughout lockdown and beyond? How did you maintain engagement with your customers?

What to submit

- A completed entry form
- A single PDF (10 pages max.) which addresses the above criteria.
- You could include examples of marketing or newsletters, media coverage, supplier and customer testimonials, photos of store displays, promotions, events and proof of engagement with your community.

Entry fee

There is no entry fee for members of Booksellers NZ. Non-members may enter for a fee of \$100+gst.

The prize

Thanks to Nielsen, the winner will receive a \$250 cash prize. The winner will be presented with a trophy, certificate (and cheque) at the Awards Dinner on Saturday 22 August. Booksellers NZ is looking to capitalise on the positive media coverage received so far this year, with a big push for profiles of winners in print and broadcast media.

How to enter

Email your entry to gemma.browne@booksellers.co.nz by midnight on **Wednesday 15 July 2020**.