

NORA

NATIONAL ONLINE RECRUITMENT AWARDS 2013

SPONSORSHIP INFORMATION

Event Date: Tuesday 12th November 2013

**SWAY BAR
61-65 Great Queen Street, London. WC2B 5BZ**

**NORauk.com
twitter.com/TheNORAs**



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Award Categories

Best Generalist Job Board

This award recognises brilliance from Job Boards covering multiple industry Sectors and Geo-Locations. Keeping a mass market happy is not easy, yet each and every year this award is hotly contested. Previous winners of this award have included, Jobsite, Monster, and Totaljobs.

Best Specialist Job Board

Commonly known as niche Job Boards, these websites have to provide an excellent offering for a specific audience, to ensure they're the best in their field. This is a particularly competitive award, meaning that we've had to include 8 finalists for this category. Previous winners include Jobserve, GradCracker, Executives on The Web, and Only Marketing Jobs.

Best Regional Jobsite

As both online and offline recruitment advertising moves to a more targeted and local approach, this is a real chance to see who's leading the pack within the online recruitment industry. Whilst our most consistent winner has been S1Jobs, the award in 2012 went to NIJobFinder.

Best National Recruitment Agency Website

Brilliant companies can quite often be let down by their website. This award celebrates those national recruitment agencies who, when it comes to online recruitment, get it just right. Competition for this award is always fierce, and usually features the biggest High Street recruitment brand names. Former winners include, Senitor, Reed, Badenoch & Clark.

Best Small Recruitment Agency Website

The UK recruitment agency sector is predominantly comprised of small firms, operating with up to 3 branches. The finalists and winners of this award have given themselves a competitive advantage with a brilliant website for their candidates. Previous winners of this NORA include, McCarthy Recruitment, and Dylan.

Best Major Employers Website

In a time when the employer brand could seem to be diluted to potential employees, these companies have strived to provide a great online recruitment offering to their candidates. UK employers are now embracing the use of their own websites for recruitment. Previous NORA winners include Jagex, Carphone Warehouse, BAE Systems, and the British Army.

Award Categories

Best Small Employers Website

Attracting talent on a smaller budget can be a tough task - these websites are a credit to companies that acknowledge just how important online recruitment is for attracting potential employees. This award was launched in 2009 to celebrate the recruitment section of a website for an employer with fewer than 250 employees.

Best Online Recruitment Section by a Consumer Publication

Newspapers and magazines have always been pivotal in a candidates search for their next career move. As the world moves digital we are able to celebrate those that have bridged the offline/online gap, maintained and ensured an excellent candidate experience. The main contenders for this award have been Guardian Jobs, Times Online, and The Telegraph.

Best Online Recruitment Section by a Trade Publication

The trade publications sector in the UK is a particular area of excellence, where they have successfully migrated their recruitment advertising online, and retained their audience. This award recognises the best online recruitment section of a specialist trade or industry publication. Previous winners include, Caterer magazine, Drapers Jobs, Personnel Today and in 2012, Accountancy Age.

Best Employment Advice Website

In addition to conducting a search for suitable vacancies, many candidates need career and employment advice, and guidance. In a digital world where the human touch is almost impossible to replicate, the websites in this category are recognised for their excellence for going the extra mile in providing this career advice to candidates. The most consistent contender in this category has been Monster, but last year's winner was CareerPlayer.

Best Newcomer in Online Recruitment

To start a business in such a timid economy and such a competitive industry is no mean feat. This category recognises the best newly launched website in the past year. The 2012 winner of this award was GradCornwall.

Best Innovation in Online Recruitment

In an industry where technology and innovation is shaping the future, this category recognises sites that have developed new styles, techniques, or methods to improve the online recruitment experience.

Headline Sponsor ————— £5,995

- A seat on the Judging panel
- 2x branded email shots sent to our UK recruitment industry database
- Graphics to display on your website to show you are Headline Sponsor of the NORAs 2012
- Logo branding and company recognition on all the event promotions
- Company recognition within all the event PR
- Announcement of your sponsorship on awards website and social media channels
- Logo branding and company mission statement on awards website
- Opening speech to the audience on the night of the event
- Display roller banners in prime locations at the awards event
- Acknowledgement as headline sponsor within awards ceremony and awards programme
- 8x VIP tickets
- VIP drinks reception at the awards for you and your guests
- Promotional material placed within the venue

(please provide material before the event)

Category Sponsor ————— £1,950

- Graphics to display on your website to show you are a Sponsor of the NORAs 2012
- Logo on all marketing and PR associated with your sponsored award
- Logo branding and announcement of your sponsorship on awards website and social media channels
- Display roller banners in prime locations at the awards event
- Acknowledgement as category sponsor within awards ceremony and awards programme
- Your company representative on stage to address the audience with a short speech about your company and the announcement of the winner, followed by presenting the trophy
- Professional photographs taken of you and your category winner
- 5x VIP tickets
- VIP drinks reception at the awards for you and your guests
- Promotional material placed within the venue

(please provide material before the event)

Programme Sponsor ————— £1,500

- Graphics to display on your website to show you are a Sponsor of the NORAs 2012
- Logo branding on event promotions
- Display one roller banner at the event
- Acknowledgement as programme sponsor on awards programme
- Full back cover page for advertising your company
- 3x VIP tickets
- A VIP drinks reception at the awards for you and your guests
- Promotional material placed within the venue

(please provide material before the event)