



## TRAVEL RETAIL SUPERSTARS JUDGING CRITERIA

Whilst it is an almost impossible task to 'judge' the good deeds and well-meaning actions of people in general, this is an opportunity for the Travel Retail industry to recognise and award such efforts and actions of employees during what has been a very challenging time. As a result, there is a need for an official process to be put in place to do so fairly and with careful, measured consideration.

We can guarantee that judging will not be influenced by the amount of money spent on an entry, by presentation size or by drafting in marketing and PR expertise. Rather, we are interested in the people nominated and the stories behind their actions. What is it that makes them such priceless employees? How far have their actions reached? Please tell us in your own heartfelt words and share details that are soul inspiring and motivational.

At the same time, however, please also bear in mind that clear structure and presentation, plus the clarity of each entry, will really help streamline the judging process. The following guidelines should therefore be used:

The written summary component of entries should not exceed 800 words in total and should cover events that have taken place between 1 August 2022 to 31 July 2023.

It can be submitted in Word or PDF format. Please also provide a short quote (approximately 50 words) to summarise the nominee(s) / nomination and a high resolution image that can be used for media purposes (virtual award ceremony, online editorial, print).

In addition, entrants will be able to upload supporting documents, information, images and video to the nomination portal once registration is complete – please go to [www.trsuperstars.events/nominate/](http://www.trsuperstars.events/nominate/) for further information. There is a nominal admin fee of US\$39 per submission.

Each written entry should include information under the following suggested headings:

### Overview

Please define and describe who, what, why, where and when as succinctly as possible in a brief synopsis/introduction.

### Scope & Reach

Questions to answer could be: Who was positively affected? How far-reaching were their actions? What differences were made/felt? Was this external or internal within your business?

### Measured Success

This can cover events such as happy customer service outcomes and results, how a new way of doing business was actioned company-wide as a positive example or even by providing evidence of quantifiable improvements in business.

### The Exceptional

Please let us know why the nominee(s) deserves the award. What is it that makes them and their actions exceptional, outstanding and exemplary?

### Important Additional Information

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Award entries are being invited from today until the closing deadline of 31 October 2023.

All entries should also be validated by senior management – this can be done on the nomination portal.

To reach as far and wide as possible, each of the four main award categories will be divided into four geographic and two department sub-categories in order to fully recognise and celebrate a diverse range of employees across the world for their passion, hard work and dedication. Each main category award will therefore recognise the following subcategories:

### Regions

- ☆ Americas
- ☆ Asia-Pacific
- ☆ Europe
- ☆ Middle East & Africa

### Departments

- ☆ Shop Floor – Customer Facing
- ☆ Back Office – Marketing, HR, IT, Commercial, Procurement, Logistics/Warehouse

Please note: all entries must be made via the online nomination portal page. To access this please go to <https://trsuperstars.events/nominate/>



## THE TRAVEL RETAIL SUPERSTARS AWARDS CATEGORIES 2023

### STAR TEAM

An award that celebrates those teams who have pulled together, working seamlessly, enthusiastically and effectively, whilst inspiring each other and those around them. It recognises teams who have gone beyond the call of duty, together, to make a difference and to get the job done to the highest standard.

### STAR INDIVIDUAL

This award recognises those people who everyone loves to work alongside and encounter in the workplace. For those individuals who always show up both for work and for others, who strive to walk the extra miles from a starting point of integrity and passion, and who communicate with sincerity, friendliness and conviction.

### INNOVATION – TEAM OR INDIVIDUAL

Inspiration for new ideas and initiatives can strike anyone at any time, but particularly so in the face of challenges and change. This award is for those who have provided a difference to the business through offering innovative ideas that have been adopted, (especially company-wide), and have led to increased efficiency, improvements, profitability, enhanced customer service etc, at a time when businesses have needed such creativity more than ever.

### HUMANITY, LEADERSHIP & INSPIRATION – TEAM OR INDIVIDUAL

An award that celebrates those who have shown that leadership is an action, not just a position, and who encourage good citizenship through compassion, empathy and responsibility.

## KEY DATES

Final Submission Deadline  
**31 OCTOBER 2023**

Announce Winners  
**13 DECEMBER 2023**