

## Why Sponsor the Lean Business Ireland 2022 Awards

The Lean Business Ireland Awards recognise & celebrate operational excellence best practices in Ireland.

Whether you are a multi-national or an owner/manager operation, a Government department or a local community group, or simply an individual who is hoping to make a difference; the Lean Business Ireland Awards is the forum which will bring recognition to winners on a national scale.

- Recognition of your support for Continuous Improvement
- Engagement with your Peers, Clients & Potential Clients
- Collaboration between you & your Clients CI Team
- Celebrate Lean Innovations & Lean Technologies
- Engage & Support of Lean Academia
- Develop Services & Manufacturing Alliances
- Foster Partnerships & Associations
- Encourage SMEs & Entrepreneurs to the Next Steps

### Sponsorship Opportunity

A specifically targeted sponsorship platform in which your organisation can take advantage of the opportunity to highlight your support for clients, and potential clients, as they pride themselves and their Teams in celebrating their Lean achievements in Operational Excellence.

### Why Sponsor

Celebrate with leading national and international organisations as they are Judged and recognized as leaders in their field and an inspiration to other companies on this Lean Journey!!

### How it works

We deliver your message and brand across our comprehensive marketing, communications and networking activities around the awards campaign – before & after the ceremony.



29<sup>th</sup> September 2022  
Croke Park Stadium, Dublin

[www.lbiawards.com](http://www.lbiawards.com)

# LEAN BUSINESS IRELAND AWARDS 2022

TO RECOGNISE & CELEBRATE ENTERPRISE EXCELLENCE IN IRELAND!



Global Leadership in Lean Enterprise Excellence



where innovation means business

# Lean Business Ireland Awards

The Lean Business Ireland Awards 2022 will take place in Croke Park Stadium on 29<sup>th</sup> September. Primarily designed to recognise and celebrate enterprise excellence achievements in Ireland, the award's ceremony will also be an opportunity to socialise and network with other Continuous Improvement Teams, Organisations, Academia, Government and Industry.

Whether a large, medium or small organisation, working in any sector or a government department; the Lean Business Ireland Awards are open to organisations that can demonstrate excellence in their strive towards a competitive operation and deserve recognition at a national and International level for that journey. Lean Business Ireland aims to position Ireland as the recognised centre of Lean & Enterprise Excellence globally and these awards will help to showcase how companies are working towards enterprise excellence in Ireland, striving for competitiveness and developing their CI Teams.

As a potential sponsor of the LBI Awards 2022 you will have the opportunity to be highlighted, alongside Award winners, as a supporter of Lean initiatives and a driver of efficiency within Irish Industry & business. No other event can offer a platform to foster collaboration and celebration between industry and Lean solution suppliers/partners!

We wish all our entrants the best of luck and we look forward to meeting you on the 29<sup>th</sup> September 2022.

## Lean Business Ireland Categories for 2022

**Off to the Best Start:** Most Progress Made Toward Organisational Efficiency – 1 Winner

**Continuous Improvement Team Effort:** Team most Driven Toward Continuous Improvement (CI) in their Organisation 2022 – 2 Category Winners

**Lean Business of the Year:** Lean Business Ireland of The Year Award 2022 – 2 Category Winners

**Delivery of Best Customer Experience:** Organisation who helped customers reach their specified goals on their Lean Journey – 2 Category Winners

**Lean Researcher of the Year:** Research Award for the Best Contribution to Lean/Operational Excellence Body of Work – 1 Category Winner

**Leading Operational Excellence:** Lean Business Ireland Award for Leading Operational Excellence - 2 Category Winners

**Lean Champion:** An individual who played a critical part of an organisation's lean initiative - 1 Category Winner

**Innovation in Operational Excellence:** Company that has shown the most innovative approach to continuous improvement application - 2 Category Winners

**Next Generation Operational Excellence:** Award to organisations that can demonstrate how they have been investing in their processes or people or products/services to create a 'fit for the future' or next generation business - 2 Category Winners

**Sustainable Supply Chain:** This award looks at how an organisation applies continuous improvement through the chain. - 2 Category Winners



## An Evening to Celebrate

**6.00pm - Drinks and Networking Reception**  
This is the chance for everyone to meet, socialise, network and enjoy light refreshments and entertainment.

**7.00pm - Award ceremony begins (intro)**  
A brief welcome from Enterprise Ireland & IDA Ireland before getting straight down to business with the first 5 category winners announced and congratulated by the Category Sponsor.

**8.00pm – Dinner**  
Enjoy a 4-course dinner with wine, open bar and entertainment. Photographer & videographer will be on stage to welcome Category Sponsors & Winners for photographs, which will be highlighted in National media coverage.

**9.30pm - Award ceremony resumes**  
The next 5 Category winners are announced and presented with their trophy, certificate and congratulated by Category Sponsor.

**11.00pm – Entertainment**  
Live music, dancing and entertainment until the early hours..... With more opportunities for pictures, interviews and memories.

**1.00am - Evening Ends**



# Categories - To Recognise & Celebrate Enterprise Excellence In Ireland!

Off to the Best Start	C.I. – Team Effort	Lean Business of the Year	Best Customer Experience	Lean Researcher of the Year
<p><b>Most Progress Made Toward Organisational Efficiency</b></p> <p>This award is open to a company starting on their lean journey or those that have made enough progress to see positive results to date.</p> <p>The judges will be particularly impressed by those organisations that made an effort to engage the organisation as much as possible and can show real headway towards efficient and effective practice.</p> <p>Particular attention to the criteria below should be made when entering this category:</p> <ul style="list-style-type: none"> <li>• Initiatives undertaken and number of staff involved</li> <li>• Number of champions in place</li> <li>• Culture improvement initiatives</li> <li>• Improvements in work practices including the lean or green practices used</li> <li>• Annualised cost savings made</li> <li>• Future focus – future projects identified</li> </ul>	<p><b>Team most driven toward Continuous Improvement in their Organisation</b></p> <p>This award is open to Continuous Improvement Teams who have driven a programme of CI across a number of business areas in their organisation.</p> <p>The judges will want to know what were the outcomes and how you engaged others within the CI programme. Additionally, describe how you worked together as a team and how that worked in practice.</p> <p>An entrant must explain what they have achieved so far and what they hope to achieve. Entrant need to show evidence of the overall outcomes and impact of their work as a team.</p> <p>Particular attention to the criteria below should be made when entering this category:</p> <ul style="list-style-type: none"> <li>• Identified improved practices</li> <li>• Team initiatives identified</li> <li>• Team Engagement and commitment</li> <li>• Outcomes achieved</li> </ul>	<p><b>Lean Business of The Year Award</b></p> <p>This award is open to any organisation that has implemented a lean strategy designed to reduce inefficiencies, eliminate waste and create a culture of doing things to continuously improve the delivery to the customer.</p> <p>The judges will want to know everything the entrant does in order to achieve their objectives, identifying the culture of a lean approach across all areas of the business.</p> <p>The judges will want to see evidence of an overall strategy that sets out targets and how one plan to achieve them and hard statistics demonstrating year-on-year comparisons.</p> <p>Particular attention to the criteria below should be made when entering this category:</p> <ul style="list-style-type: none"> <li>• Holistic/organisational approach</li> <li>• Business growth resulting</li> <li>• Improved competitiveness</li> <li>• Cultural improvements</li> </ul>	<p><b>Organisation who helped clients reach specified goals on their Lean Journey</b></p> <p>This award is presented to an Organisation who played an Influential role in the Lean Journey of one of their Customers. They must be able to show how they helped a customer reach their specified goals within the time period requested and explain the influential impact they had on the programme.</p> <p>They must be able to prove the customer examples where thought, planning and execution were to customer satisfaction and within budget.</p> <p>Particular attention to the criteria below should be made when entering this category:</p> <ul style="list-style-type: none"> <li>• Identify Customer Requirements</li> <li>• Team initiatives identified</li> <li>• Team Engagement and commitment</li> <li>• Outcomes achieved</li> </ul>	<p><b>Best Contribution to Lean/Operational Excellence Body of Work</b></p> <p>This award is open to individuals who have contributed to the research and conclusion drawn about the impact of lean in Ireland.</p> <p>The judges will be looking for the following types of papers:</p> <ul style="list-style-type: none"> <li>• Empirical papers that report original research work with the objective of demonstrating enterprise excellence approaches in action. These can take the form of Lean, Six Sigma, Continuous Improvement initiatives, Cultural changes and Organisational alignment, etc.</li> <li>• Interventionist papers that report original research work with the objective of improvements in enterprise performance.</li> <li>• Conceptual and critical review papers that either seek to define a research issue (e.g., literature review papers, methodological papers).</li> </ul>

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# Categories - To Recognise & Celebrate Enterprise Excellence In Ireland!

Next Gen Operational Excellence	Lean Champion	Innovation in Op.Ex.	Sustainable Supply Chain	Leading Operational Excellence
<p><b>Next Generation Business</b></p> <p>The more organisational wide and all encompassing the investment being made the higher scores will be achieved. For smaller companies, incremental investment will be sought.</p> <p>The judges will be looking for:</p> <ul style="list-style-type: none"> <li>• The plan for investment including the context</li> <li>• The delivery mechanisms</li> <li>• How people were engaged with – staff and customers if appropriate</li> <li>• How this plans links to the strategy of the organisation</li> <li>• The impact of the investment both internally and externally</li> <li>• How it contributed to the continuous improvement of the overall organisation</li> <li>• What new technologies and upskilling were included to create a more agile and resilient organisation</li> </ul>	<p>An individual who played a critical part of an organisation’s lean initiative</p> <p>This Award is presented to an individual who is the most critical part of an organisation’s lean initiative, providing the knowledge, vision and dedicated focus required to maintain a continuous improvement environment.</p> <p>This Individual will voluntarily take extraordinary interest in the adoption, implementation, and success of the organisations lean structure.</p> <p>Particular attention to the criteria below should be made when entering this category:</p> <ul style="list-style-type: none"> <li>• Identify Specific Tasks</li> <li>• Team Communication Skills</li> <li>• Team Engagement</li> <li>• Commitment to particular project</li> <li>• Outcomes achieved</li> <li>• Contribution to the continuous improvement &amp; cultural change of the organisation.</li> </ul>	<p>Most innovative approach to continuous improvement</p> <p>This Award is open to any company that can show innovative approaches to application of continuous improvement across any part of the business.</p> <p>This could be in the way they engage with others or the approach taken to address an issue, the use of technology to enhance organisational effectiveness for example.</p> <p>Particular attention to the criteria below should be made when entering this category:</p> <ul style="list-style-type: none"> <li>• The rationale and thought process</li> <li>• The approach taken and level of innovation used</li> <li>• How this was applied</li> <li>• What outcome was achieved as a result</li> <li>• How sustainable is the innovative approach taken</li> <li>• Example of engagement with Senior Management</li> </ul>	<p>C.I. Throughout the Chain</p> <p>Every organisation has a supply chain fundamental to connecting with the end user, customer or buyer. This award looks at how an organisation applies continuous improvement through the chain.</p> <p>Judges will be looking for examples of how continuous improvement processes are implemented at each stage of the chain.</p> <p>Particular attention to the criteria below should be made when entering this category:</p> <ul style="list-style-type: none"> <li>• If and how often an organisation analysis its supply chain</li> <li>• Makes amendments/adjustments or invests in it</li> <li>• Communicates any changes to the end user/customer</li> <li>• Engages the team in the re-design</li> <li>• Calculate the impact for business</li> <li>• Able to identify the impact on the end to end business activity</li> </ul>	<p>Leading Operational Excellence</p> <p>This award is open to leadership teams or an individual that has been a catalyst for major transformational change in their organisation.</p> <p>The judges will want to see overall leadership taken where areas of the business need to be challenged and efficiencies made. Entrant must explain what they have achieved so far and what they hope to achieve in the future. The Judges will need to see evidence of an overall strategy that sets out targets and how the entrant plans to achieve them. Evidence should be presented of results and effort and how the overall team was engaged to achieve the strategy. The judges need to be convinced that a strong operational excellence culture has been developed.</p> <p>Entry should be made by written submission supported by visuals such as video or pictures to illustrate progress made.</p>

**Your Logo Here**

**Your Logo Here**



**Your Logo Here**

# Sponsorship Opportunities - To Recognise & Celebrate Enterprise Excellence In Ireland!

## Category Sponsorship

### Media Coverage

- Branding on all National Press Campaign.
- Picture of trophy presentations in post event 'special report in the Irish Independent and branding on trade media campaign.
- Branding on all digital campaigns.

### At the Awards

- Present trophies to your selected category winners on stage.
- Brief presentation to audience and congratulate winners.
- A Table of 8 for your VIP guests that includes wine, a 4-course meal, drinks reception & entertainment.
- Full page colour advert in event programme handed to all guests.
- Branding on cover of event programme.
- Branding on opening slides at the start of the awards.
- Branding on plasma screen display in networking area.
- Branding on the giant screens during dinner.

### Online

- Branding associated with your sponsored categories on: Website, AV presentations, event programme.
- Hyperlinked branding on the awards website.
- Lead company profile on our sponsor's page.

### Communications & Social Media

- Dedicated email to database officially welcoming you as title sponsor and branding on all event emails – min. 5,000 mails sent.
- Branding on event newsletters to entire database.
- Branding on all digital media / Google AdWords activity, etc.

### Follow Up Material & Other

- Branding on finalist & winners certs.
- 'Proud Sponsor' logo provided for you to use in your marketing.

**Your Investment for Platinum: €6,950 + Vat.**

## Red Carpet Registration Sponsor

### Media Coverage

- Branding on all National Press Campaign.
- Picture of trophy presentations in post event 'special report in the Irish Independent Branding on trade media campaign.
- Branding on all digital campaigns.

### At the Awards

- Branding at registration desk.
- Branding on Table Plan.
- Branding on individual table cards.
- Branding on meal menu cards.
- A Table of 5 for your VIP guests that includes wine, a 4-course meal, drinks reception & entertainment.
- Half page colour advert in event programme handed to all guests.
- Branding on cover of event programme.
- Branding on plasma screen display in networking area pre event.
- Gift bag entry left for each guest.
- Photobooth sponsor branding.

### Online

- Branding associated with your sponsored categories on: Website, AV presentations, event programme.
- Mid level hyperlinked branding on the awards website: Homepage, entries page, short list page, winners page.
- 'Proud Sponsor' logo provided for you to use in your marketing and communications.

**Your Investment for Registration: €5,445 + Vat.**

## Drinks Reception Sponsor

### Media Coverage

- Branding on all National Press Campaign.
- Picture of trophy presentations in post event 'special report in the Irish Independent Branding on trade media campaign.
- Branding on all digital campaigns.

### At the Awards

- Branding in drinks reception area.
- Branding on Table Plan in drinks reception area.
- Branding on serving tray inserts.
- A Table of 4 for your VIP guests that includes wine, a 4-course meal, drinks reception & entertainment.
- Half page colour advert in event programme handed to all guests.
- Branding on cover of event programme.
- Branding on plasma screen display in networking area pre event.
- Gift bag entry left for each guest.
- Photobooth sponsor branding.

### Online

- Branding associated with your sponsored categories on: Website, AV presentations, event programme.
- Mid level hyperlinked branding on the awards website: Homepage, entries page, short list page, winners page.
- 'Proud Sponsor' logo provided for you to use in your marketing and communications.

**Your Investment for Registration: €4,445 + Vat.**



Branding / Sponsorship  
Platforms



Targeted  
Engagement



Speaker  
Opportunities



Bespoke  
Packages



29<sup>th</sup> September 2022, Croke Park Stadium, Dublin

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Lean Business Ireland Awards 2022 are organised by  
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