
— TOP TIPS FOR 2022 —

ON ENTERING THE BFA HSBC BRITISH FRANCHISE AWARDS

READ THE CRITERIA

Take your time to read through the criteria, ensuring you really understand what the judges are looking for.

WHO ARE YOU?

Franchisor or franchisee, the judges want to know the people behind the brand! Make sure your entry shows your personality.

PASSION, PASSION, PASSION

Above all, the judges want to see your passion; for your brand, for your network, for your community and for franchising! Make sure your passion shines.

FIND YOUR CONNECTION

Statistics and numbers are great, but the judges are also looking for the human element within your entry. What will the judges and audience connect with? Take the opportunity to really build the story behind your entry.

PROVE IT!

Don't forget to back up your entry with evidence. Show the judges how you achieved your success and how you measured your achievements.

GET IN TOUCH: www.thebfa.org
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