

[ ENCOURAGING WOMEN INTO FRANCHISING ]

# SETTING THE STANDARD

Entries for the seventh annual Encouraging Women into Franchising awards are now open

It's that time of year again. Entries for the seventh annual Encouraging Women into Franchising awards are now open. The awards are free to enter and, once again, will be celebrating the achievements of women - and men - in the franchise industry.

The NatWest EWIF awards are the biggest event in the EWIF calendar and give people in the industry the chance to put themselves or their colleagues forward to have their achievements recognised.

## BUSINESS BOOST

Winning an EWIF award is a great boost to business and helps many women to realise the work they do on a day-to-day basis is extraordinary.

As of last year, men are now welcome to enter the Service Provider of the Year Award, which recognises their contribution to encouraging more women into franchising and their services in the industry.

This year's categories are:

- ★ New Woman Franchisor of the Year, sponsored by Daisy First Aid.
- ★ New Woman Franchisee of the Year, sponsored by NatWest.
- ★ Women Franchise Employee of the Year, sponsored by What Franchise.
- ★ Woman Franchisor of the Year, sponsored by Franchise Finance.
- ★ Woman Franchisee of the Year, sponsored by McDonald's.
- ★ Young Woman in Franchising of the Year (under 30), sponsored by Caremark.
- ★ Service Provider of the Year, sponsored by The Franchise Show.



★ Inspirational Woman in Franchising of the Year, sponsored by Darwin Gray.

This year the awards ceremony will be preceded by an awards reception, sponsored by McDonald's, for all finalists. EWIF introduced the event in 2016 and found it was a great way for nominees to share their successes.

Previous winners of EWIF awards include Jenni Dunman from Daisy First Aid, Sara Harrison from Angela's Swim School, Sussanne Chambers from HomeXperts and Anne Wainwright from McDonald's.

## RECORD ENTRIES

Clive Sawyer, CEO of EWIF, explains: "In 2016 we had a record number of entries and the standards were so high. I'm looking forward to reading this

year's entries and seeing the amazing achievements of the entrants.

"The awards are a great boost for so many women and give them the recognition they deserve. So many of them work hard on a daily basis, but they don't see their achievements as anything extraordinary or special.

"We like to make sure they are celebrated and recognised within the industry."

Closing date for entries is 5pm on March 6.



THE AWARDS ARE A GREAT BOOST FOR SO MANY WOMEN AND GIVE THEM THE RECOGNITION THEY DESERVE"



INFORMATION

Visit [www.ewif.org/natwest-ewif-awards](http://www.ewif.org/natwest-ewif-awards).