



5 JULY 2010
 Grosvenor House,
 A JW Marriott Hotel, London W1



Best Use of Technology

The way a company uses technology is crucial. It can save time, manpower and ultimately have a huge effect on the bottom line.

The Best Use of Technology Award is open to any hotel, restaurant, leisure or foodservice business, regardless of size

Entries can be for a single-unit business or for a group of units. Entries will be accepted from executives responsible for managing the application of technology described. Entries must be for projects with a live date of no more than one year before the closing date for entries.

Entries should answer all the questions below on A4 paper. Entries may include testimonials from customers.

- Name and brief description of company
- Turnover
- Number of sites
- Brief description of project
- Describe the business case for the project and its key objectives (e.g. increased sales, cost savings, customer retention)
- Describe the success criteria and how the business case was measured.
- Was the project delivered on time and within budget?
- Has the project delivered the benefits anticipated in the business case?
- How has the project enhanced the company's competitive position?
- What additional benefits have been achieved?

Entry Form

This must be completed and submitted with supporting material to: Eric Williams, Events Co-ordinator, Caterer Group, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS. (Closing date: Friday 05 March 2010).

Signature of executive responsible for submitting entry _____

Name _____

Position in company _____

Company _____

Address _____

Telephone _____

E-mail _____

About your Entry

Your answers to the questions will be used by the judges in their assessment of your entry. All entries should be submitted on A4 paper. Please send any supporting material to eric.williams@rbi.co.uk

Terms and Conditions

- 1) The competition is open to a hotel, restaurant, brewery, leisure or food service business, regardless of size.
- 2) Closing date for entries is 5th March 2010. Entries submitted after this date will not be accepted.
- 3) The judges decision will be final and no correspondence relating to their decision can be entered into.