

Outstanding Cambridge Learner Awards

Hosting awards ceremonies – A guide for schools

We are delighted to provide you with a guide to highlight the key aspects involved in organising and managing school award ceremonies, along with suggestions and tips. We hope that you find the information useful and informative.

Logistical arrangements

Setting a date

We advise that you set your awards ceremony date a few weeks after receiving your Outstanding Cambridge Learner Awards certificates. This is to ensure you have sufficient time to make arrangements between receiving the certificates and hosting the event. In addition, choose a date when your chief guest and sponsor are available, where relevant.

Securing a chief guest

Inviting a chief guest to attend your event could raise the profile of your awards ceremony and increase opportunities for media attention and PR coverage. You will need to choose a suitable chief guest and send an official invitation from the school. This should include an outline of how you would like the chief guest to be involved, such as delivering a speech or presenting the awards to learners, along with other key details such as the proposed date and location. You can then set a date based on the availability of the chief guest.

Setting a programme

Standard features that we recommend you include in your ceremony programme are a speech from the school principal, a speech from a selection of the award winners and short learner performances to provide an entertainment aspect, such as a poetry or musical recital. These add a personal aspect to the ceremony. If a chief guest or sponsor is involved, it might also be appropriate to invite them to say a few words of congratulations to the learners.

We recommend that you introduce your award winners according to the award categories in which prizes have been awarded. We have provided an example programme and information on award categories as part of the awards support materials.

Awarding prizes

We will provide an award certificate for each of the award winners. We will send these directly to the school. Schools may also wish to provide individual prizes to recognise their learners' achievements. Prizes could include trophies, medals, pens or books.

Seating arrangements

Allocate a reserved seating area close to the stage for the award winners. This will allow you to present the prizes efficiently and keep the momentum of the occasion.

Exploring sponsorship opportunities

Schools may wish to consider approaching local organisations and businesses to sponsor the ceremony or different components of the ceremony, such as prizes, medals or refreshments. Gaining sponsorship of the awards ceremony could help generate additional PR and media interest and might also help further develop relationships between the school and local community.

Promoting your awards ceremony

Media press release

We encourage schools to raise the profile of outstanding learner achievement in Cambridge examinations. We have included a template school press release as part of the awards support materials for you to customise with information about your awards ceremony and prize winners and then distribute to the local media.

Award winners poster

We are pleased to include a poster for you to customise with the names and achievements of your award winners. We recommend that you display this in a prominent position in your school or local community.

Award winners video

We have provided a video for you to download and play at the start of the award ceremony while guests are arriving. The video includes testimonials from Outstanding Cambridge Learners who have previously won awards.

Twitter

Promoting your learners achievements on Twitter will help raise the profile of your school's awards ceremony amongst principals, teachers, learners and educators all around the world.

Follow us at [@CambridgeInt](https://twitter.com/CambridgeInt) and don't forget to tag us in your tweet!

Feedback

We welcome feedback from schools on your own award ceremonies, especially details of any media coverage generated by your school's awards.

Please email your feedback to: events@cambridgeinternational.org

Photographs

We would be delighted to consider including photographs from school awards ceremonies in promotional materials. The photographs should be of high quality with a resolution of 300 dpi.

Additionally, we recommend that you meet your photographer before the ceremony to agree a suitable position for taking high-quality photographs to ensure inclusion of the school logo in the photos, if a backdrop is used.

Ensure that the photographer is positioned without compromising the view of the audience. If you wish to allow the audience to take photographs of the award winners, allow sufficient time in the ceremony to incorporate this. Also, be clear to tell the audience when photographs can be taken. Names and roles of people in the photos would also be helpful.

Please email your photographs to: events@cambridgeinternational.org