

SPONSORED: How local businesses impressed judges for prestigious awards

The [Birmingham BusinessLive Awards 2022](#), in association with the Birmingham Post, are all about celebrating.

Celebrating success in business, entrepreneurial spirit, innovation and resilience – celebrating Birmingham.

So that's why this year, the special event is taking a turn to the celebratory.

Starting with a drinks reception, guests will enjoy a delicious three-course dinner and exciting awards ceremony. Then, to amp the evening up, a glittering party will begin with a live performance by The Tzars so that everyone can celebrate the right way.

If you want tickets to the event on **Friday, March 18**, hosted at the International Convention Centre in Broad Street, Birmingham, click [here](#). Tickets to attend the event are £150+VAT pp or £1350 for a table of 10.



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At the heart of the event is recognising and rewarding those in Birmingham's business community who have gone above and beyond this year.

Chairing the judging panel for the difficult task of shortlisting the brilliant nominations was [BusinessLive](#) editor, Alistair Houghton.

He said: "Our judging day reaffirmed what we already knew – that Birmingham and the West Midlands are battling back from the devastating effects of the pandemic and all our finalists could have been named worthy winners.

“And we were so impressed by the entries to the Young Business Person of the Year category that we shortlisted five candidates. I commend all the finalists and winners and wish them the best of luck, both at the awards and in their future endeavours.”

Joining Alistair were four of the region’s business elite:

- Alex Bishop, [Shoosmiths](#)’ partner, national head of dispute resolution and litigation and co-head of Birmingham office
- Henrietta Brealey, chief executive officer of the [Greater Birmingham Chambers of Commerce](#),
- Ian Cornock, head of UK regions and Midlands at [JLL](#)
- Pam Sheemar, [Natwest’s Career Accelerated Pilot Placement](#) lead

We asked Pam, Henrietta and Alex two important questions about the 2022 event.

Click [here](#) to buy your tickets to the special evening of eating, dancing, networking and most importantly, awards. Tickets to attend the event are £150+VAT pp or £1350 for a table of 10.

Follow the hashtag **#BBLA** for updates on social media

What impressed you the most about this year’s nominations?

Henrietta said: “The range and quality of the nominations was fantastic. It was particularly impressive to see the number of businesses that have been establish or grown during the pandemic through innovative and customer centric approaches. There were also strong themes on people development and inclusivity in many applications.”

Alex was just as impressed by the development the region has

seen, she said: “The sheer scale of impressive business activity taking place right here in our region, particularly in the tech and sustainability arena, is incredible.

“I was also really delighted to see how much Birmingham businesses care about their people by putting truly compelling employee propositions in place. This will all stand Birmingham apart in the future and ensure we are building forward out of the pandemic in a much stronger way.”

Pam said: “As a judge, it’s incredibly inspiring to see a such a high standard of applications. I was particularly impressed that despite having two of the most challenging years due to number of factors, this did not defuse the nominee’s passion, grit and determination to grow and scale. The calibre of the applications was really high which makes my job as judge really rewarding.”



The event was launched at Fazenda last year
(Image: Birmingham Mail/Jonathan Hipkiss)

Are you looking forward the awards ceremony?

Henrietta is delighted to see the face-to-face party go ahead, saying: “I am so looking forward to getting together to celebrate businesses’ successes. Virtual awards are fantastic but there’s nothing quite like being in the room as winners are announced and seeing their reactions.”

The sentiment was reiterated by Alex, who said: “Who doesn’t love a good party?! I can’t wait to enjoy an in-person awards event again and to be celebrating with 3D human beings the innovative and entrepreneurial spirit of the Midlands.”

Pam added: “I am really excited about the awards event in March. I am so looking forward to celebrating the talent and diversity of thought of our region, the businesses, entrepreneurs and SMEs that are the lifeblood of our city. The event will celebrate and showcase that and I wish all the finalists huge congratulations on being shortlisted, and to a night that will make us all proud.”

To get involved in the event, get your tickets [here](#).

- **The [Birmingham BusinessLive Awards 2022](#) will be held on March 18 at the ICC.**
- **Thank you to sponsors [Boardrm](#), [Albert Schloss](#) and [Fazenda](#) for supporting the event.**
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