

Free & Confidential To Enter



# National **Innovation** Awards 2020

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United Kingdom

*"Our Judges Could Be Your Next Customers"*

## The 2020 Awards Categories

Innovations In Customer Feedback

Innovations In Service Personalisation

Innovations In Customer Interaction Automation

Innovations In Cloud Contact Centre

Innovations In Workforce Management & Optimisation

Innovations In Payment Security

Innovations In Collaboration & Internal Communication

*"The Only Lead-generative Award-Giving Process"*

A global open competition designed and produced by Directors Club®

Judged by leaders of UK industry, who are also our members

## Enter The 2020 UK National Innovation Awards®

*Has your company developed an innovative technology in one or more of the 2020 UK National Innovation Awards® categories (above)?*

*Would you like to tell 50+ UK-based industry leaders (end-users only), with job titles pertinent to each category, about your innovations?*

*Could winning a 2020 UK National Innovation Award® help you sell more and grow your market-share in the United Kingdom and beyond?*

## Introducing The Nationals

The **UK National Innovation Awards®** (The Nationals) were launched in 2016 by **Directors Club®** (<https://directorsclub.org.uk>), to recognise technology innovations and their impact on customer experience, operational performance, or employee engagement.

See our website at <http://nationalinnovationawards.org.uk>

The Nationals are open to **all technology developers worldwide**, as long as your solution or product is available for purchase in the UK (directly or via resellers).

Uniquely, our judging faculty is drawn from the leadership of the divisions and departments pertinent to each award category. Judges are also Directors Club® members. See <https://nationalinnovationawards.org.uk/judging-faculty>

We **do not** recruit judges from consultancies, suppliers, resellers or technology vendors.

## All-digital Process

When designing the UK National Innovation Awards®, we wanted to reinvent the cost-model for award programme participation, and at the same time minimise the environmental impact associated with traditional award-giving.

Our end-to-end, all-digital process not only produces as-near-as-possible no environmental impact, it also removes all the costs typically associated with award-giving, including: category entry, gala prizing giving attendance, travel and accommodation, and time out of the office.

## Free & Confidential To Enter

This competition is **free and confidential** to enter.

If, after the first round judging, your entry is shortlisted for the category final, there is a Finalist Fee (see below). But if you **do not** make it to the category final there is **no cost at all**.

Also, entries are **confidential**. If you do not make it to the category final, nobody will know that you entered.

## Finalist Fee

Each award category entrant must formally (contractually) commit to pay a Finalist Fee of **£1,500** if their entry is shortlisted for the category final.

Please, only enter an award category if you have an approved budget of £1,500 to cover the Finalist Fee.

If you don't get shortlisted for a category final, **you don't pay anything**.

## Return On Investment

The UK National Innovation Awards® all-digital, **lead-generative** process is designed to deliver **considerably more value** to each category finalist compared with traditional award-giving models.

*We estimate the marketing value of being a losing finalist at in excess of £10,000, rising to £15,000+ for the winner. This excludes the business value of any leads/deals generated by participation in the judging process.*

The return on the Finalist Fee will be delivered in five ways:

### ROI 1: Brand Awareness

Each category final will be judged by a minimum of 50 leaders with job titles pertinent to the category. The judges will all be purchase decision-makers or influencers and potentially your next customers.

### ROI 2: Prospect Engagement

You will receive the profile and contact data for each judge that nominates your video submission as a Winner or a Runner-up, enabling you to thank them for their support.

### ROI 3: Lead Generation

The judging platform allows each judge to request a brochure, or a call-back, or a meeting from each finalists. You will receive the data of each judge who requests an action.

### ROI 4: Success Marketing

The outcome of the final will be promoted by Directors Club® to its members directly and to a wider audience via social media. Jon Snow, our founder, will personally promote the outcome to his 30,000 followers on LinkedIn.com.

### ROI 5: Marketing Assets

Each finalist will receive a personalised e-certificate, e-badge and media pack to help promote their success and maximise the return on investment.

## Enter Now!

We limit the number of first-round entries for each category **to just 10**.

This enables the shortlisting panel to give each first-round submission adequate time and consideration.

Entries close on **January 14<sup>th</sup>**. Please enter **ASAP** to ensure you secure a first round place in your category(s) of choice!

## Awards Process Summary

**Step 1:** Email [jon.snow@directorsclub.house](mailto:jon.snow@directorsclub.house) requesting an entry form.

**Step 2:** Fill out the online entry form to secure your first-round place(s). Remember, there are only **10 first-round places** per category.

**Key Date:** All entries must be received by 3pm GMT on **January 14<sup>th</sup>**

**Step 3:** Prepare your first-round [written submission](#) for each category you are entering. Each written submission is 1,000 words, split into 5 sections.

**Key Date:** Written submissions must be received by 3pm GMT on **February 4<sup>th</sup>**

**Step 4:** The shortlisting panel will judge each entry and nominate four finalists for each category.

**Step 5:** The finalists for each category will be announced via press release and social media announcements on LinkedIn.com.

**Key Date:** Finalists will be announced at 10am GMT on **February 11<sup>th</sup>**

**Step 6:** Each category finalist will be invoiced for the Finalist Fee of £1,500 + VAT.

**Step 7:** Each category finalist will prepare a 12-minute webinar-style video presentation (slide-deck and narration) detailing their innovation.

**Key Date:** Finalist videos must be received by 3pm GMT on **March 10<sup>th</sup>**

**Step 8:** The judging faculty for each category (50+ Directors' Club® members) will view the four finalists' videos. Each judge will nominate a winner and a runner-up for their category.

**Step 9:** Each winner nomination receives 2-points and each runner-up nomination receives 1-point. The finalist with the highest number of points is declared the category winner. The finalist with the second-highest number of points is declared the category runner-up.

**Step 10:** The results for each category final will be announced via a global webcast, press release, and social media announcement on LinkedIn.com.

**Key Date:** Final results will be announced at 1.30pm GMT on **March 24<sup>th</sup>**

## Celebrate Your Victory

If you win an award category, Directors Club® are offering a unique opportunity to communicate and celebrate your achievement with a **Winner's Webinar**.

For **£1,500**, you can purchase a 45-minute Directors Club® and UK National Innovation Awards® co-branded Winner's Webinar, which will be marketed to the Directors Club® Member and Prospective Member databases; a combined 30,000+ UK-based end-user leaders.

This opportunity is optional. Category winners can choose any date in 2020 (subject to availability).

The webinar will be lead generative, with each delegate given the opportunity to request a brochure, call-back, or in-person meeting.

Each Winner's Webinar will be recorded and can be marketed as digital content by the participating organisation indefinitely.

**Value-point:** The full price for a 45-minute webinar co-branded and promoted by Directors Club® is £7,500. Therefore, the above price – exclusive to award category winners – represents a £6,000 saving!

## Pitch At The UK National Innovation Exchange™

**All finalists** have the opportunity to purchase a 20-minute pitch-slot, for £1,500 + VAT, in one product category at the **UK National Innovation Exchange™** online buyers' and sellers' event in the week commencing Monday, April 27th.

The event will be broadcast live using the GoToWebinar platform. Each 20-minute pitch will be lead-generative (similar to the awards judging process and Winner's Webinar described above) with the audience of buyers able to request a brochure, call-back, or in-person meeting.

**Value-point:** The £1,500 is a special discounted rate available only to award category finalists. The full price of a 20-minute pitch-slot is £3,000.

## Any Questions?

If you have any questions, **first consult the FAQs below**. If your query is unanswered, please contact Jon Snow on [jon.snow@directorsclub.house](mailto:jon.snow@directorsclub.house) or call 07966 191 128.

## Directors Club®

The 2020 UK National Innovation Awards® are designed and produced by Directors Club®.

For more information on Directors Club®, visit our website:

<http://directorsclub.org.uk>

## FAQs

**Q: If our entry is shortlisted for the final, can we drop out without incurring the Finalist Fee?**

**A:** No, as part of the entry process you formally commit (contractually) to pay the Finalist Fee if your entry is shortlisted for the category final. All finalists will be invoiced as soon as the final shortlist is announced.

**Please, only enter if you have the authorised budget for the £1,500 + VAT Finalist Fee.**

**Q: Who will be the judges?**

**A:** Each category finals will be judged by a minimum of 50 judges drawn from the roles and organisations relevant to the category. All judges will be UK-based.

In terms of seniority, all judges will be chief, director, head, or senior manager.

We will continue to recruit judges right up until the finals. Our aim is to have as many judges as possible!

**Q: Will any of the judges work for my competitors or at consultancies?**

**A:** No, the judges will not be drawn from technology suppliers, manufacturers or consultancies.

**Q: Will the judges be experts in the technology associated with the category?**

**A:** Not necessarily. Judges have not been recruited for their technology expertise. However, they will all have a stakeholding in business outcomes of the application of the technology.

Therefore, tone your written submission and final video submission to reflect the judges' operational backgrounds and focus on the business outcomes of your innovation.

**Q: Is there a Q&A element in the finals?**

**A:** There is no Q&A element in the final. Clearly communicating the innovation in your video, without ambiguity, is part of the competition and the judging criteria.

**Q: Will the finalists receive feedback on their performance?**

**A:** No, the judges will not provide any feedback to the finalists.

**Q: Will the finalists know who the judges are before or after the final?**

**A:** The finalists will only be sent the contact and profile data for the judges who nominated them as a winner or runner-up or who requested a brochure during the final judging process.

**Q: Can a finalist appeal against the overall result?**

**A:** No, the collective judges' decisions are final. No conversation will be entered into regarding the finals outcome.