## Entry Pack

### Categories

**E-Commerce Award**

This award is for an organisation that uses e-commerce to benefit the wider business.
Judges will be looking for a site which effectively converts visitors into purchasers. Key criteria include design, functionality, checkout process and user experience as well as after sales service. The effective use of search to drive customers to the site will also be considered.

**Business Award**

This award will be given to an organisation that can best demonstrate the effective implementation of digital platforms and tools in a business capacity. Are you completely wireless office, have you implemented an effective chatbot? Judges will look for evidence of how the technique was adopted and has delivered consistent results in unpredictable market conditions.

**Charity and Social Enterprise Award**

This award will be presented to an organisation that is using digital technology to tech for good across Scotland and beyond. We will be looking for charities, voluntary organisations and social enterprises where innovative digital projects have resulted in real and meaningful engagement with the people they work with, from donors and beneficiaries to the general public. This can include the use of social media, digital campaigns, websites and online platforms, and mobile apps and services. This is the perfect opportunity to showcase how digital technology can be used for social good, and to raise your profile and inspire others at the same time. Please note this category is free to enter.

**App of the Year**

Judges will be looking for innovative and commercially successful apps. This category will reward the most effective mobile application targeting consumers/users across any platform. We understand that developers launch apps for different reasons, therefore the judges will select the winner based on the entrant's stated objectives, user experience and app success.

**Consumer Engagement Award**

This category will recognise the most innovative use of digital platforms and tools to engage with consumers about a product, service or event. Websites, targeted marketing campaigns, social media applications and mobile technology are all eligible. Entrants should provide examples of how they have successfully communicated with the audience and the business benefits achieved.

**Public Sector Award**
This category is open to all government agencies, education establishments, health providers and uniformed services. Judges will be looking for evidence of how digital tools, platforms or techniques have been used to meet an objective, simplify a process, galvanise support and encourage participation.

**Education & Training Award**
This category will reward the innovative use of digital platforms to enhance education and training to a specific market. Judges will look at how the e-learning brief has been successful in achieving the objectives e.g. by a specific innovation or outstanding user take-up. Entrants should detail the aspirations of the programme and how it has aided the organisation or individual. Access to the e-learning tool is needed to demonstrate its working.

**Emerging Talent Award**
To showcase emerging talent in Scotland we have launched the Emerging Talent Award for 2019. This category is open to anyone enrolled in a digital learning project or a thriving entrepreneur. Entrants can submit a project which covers one or more digital platforms which they have completed. Entrants must demonstrate creativity, new ways of thinking and potential impact rather than specific business results. This is your opportunity to showcase your skills on a national stage and show the industry you are a force to be reckoned with. This award is free to enter.

**Best Use of Social Media Award**
This category will reward an organisation that demonstrates the best use of social media to enhance their business. Entrants should include examples of how they have successfully utilised social media through the means of social networking sites, blogs and other forms of viral communication.

**Innovative use of AI Award**
Artificial Intelligence (AI) and Machine Learning (ML) are transforming businesses across the country. We are looking for organisations who have the creativity and innovation to leverage AI/ML, advancing user experience and driving business performance. We are looking for organisations who have designed AI/ML to provide a breakthrough in any area of business, any type of business can enter this category including private, public and third sector organisations.

**Digital Professional of the Year Award**
This category will recognise the best Digital, Media or Creative professional. The individual will demonstrate technical / creative expertise as well as commercial success for their team or business. Evidence of work and client/peer testimonials must be provided.

**Digital Agency Award**
This award will be presented to the agency which has carried out the most advanced digital innovation in Scotland. This category will celebrate a digital leader with an impressive client list, diversity of work and excellence in creative execution. Judges will review the agency's overall quality of work, commercial success and fulfilment of client briefs (please supply client testimonials). Overall, we are looking for an agency that is using digital to excite, enthuse and inspire.

**Outstanding Contribution to the Digital Community**
This award will be awarded to an individual who has made an outstanding contribution to the digital community.

## ENTRY STATEMENT & INSTRUCTIONS

All entries should be a maximum of 750 words and include the following information:

**Objective** – What did you want to achieve? Who was the target audience?

**Strategy** – Explain the strategy behind the project. What steps did you take and what challenges did you face?

**Execution** – How did you implement the project from start to finish? In what way was your project innovative?

**Effectiveness** – What were the results?

**Budget** – Provide a brief outline of the costs involved - this information will be treated confidentially and will not be shared with anyone besides the judging panel.

## SUPPORTING MATERIALS

Additional items can be submitted to help us evaluate your entry, for example: images, reviews.

Please ensure supporting materials do not exceed 3 pages.

**ENTRY RULES**

1. Each entry costs £60 + VAT & Eventbrite Fee – this MUST be paid prior to submitting the entry and before the entry deadline date.

2. Award sponsors or companies affiliated with award sponsors may not enter the category they sponsor.

3. All applicants must complete the online entry form, follow the entry statement and instructions referring to the category criteria and then send your entry to holly.rutherford@newsquest.co.uk you can also include additional support information which must not exceed 3 pages. If applicable, supply any relevant URLs

4. You can submit multiple entries across the categories, but a separate submission and payment must be made for each nomination.

5. All entries will be acknowledged on receipt.

6. The Herald reserve the right to withdraw an award from any applicant supplying false information within their entry. Judges reserve the right to audit any information supplied or move an entry to an alternative category if they deem this necessary.

7. Information supplied will be shared with the judging panel and all information will be treated as confidential. Finalist organisations may be included in related media coverage and may be required to take part in promotional activities about The Herald Scottish Digital Business Awards.

8. The judges' decisions are final, and no feedback will be provided.

9. By registering and completing an entry for the awards you agree to these terms and conditions.