



Entering the **directcommerce innovator** awards

The seven categories allow expert suppliers to select the category which most closely aligns with their expertise. These are:

-  **Creative, Content & Print Production**
-  **CRM, Data, Targeting, Re-Targeting, Personalisation**
-  **Customer Service, Fulfilment, Delivery, Returns**
-  **Digital: Performance &/or Automation/or Transformation**
-  **International: Business Development; Supporting Services**
-  **Multichannel Commerce**
-  **Technology: AI, Tools, Platforms**

If in any doubt as to which category is most appropriate for your entry, please contact Victoria on 01271-866112 for advice.

Producing an entry

Each entry should comprise an **Executive Summary** produced specifically for these Awards, comprising up to 350 words. Think of this as an elevator pitch – a succinct statement which provides sufficient information to pique interest. It should include the benefits being derived by clients and/or the USP from a client benefit perspective. Do include the projected or actual ROI or other meaningful benchmarks as experienced by clients. A brief testimonial from a client will also help. You may include links to specific information on your website but please do not rely purely on this.

To this you may append:

- a current/past 12 month **case study** of up to 1000 words. This may include diagrams, graphs, infographics or charts to illustrate the solution/service in effective use – the more detail on benefits being achieved by the client the better.
- a brief backgrounder, 600 words max, with details of when the solution/service was developed/launched; what inspired it; the primary target market it was developed for; and the names of client companies who are using/trialling it.

Entries can be made digitally or by post. For postal entries, 8 copies of all information being submitted as part of each entry **MUST** be provided by the entrant: submit on USB memory sticks with the Executive Summary provided in print form to accompany each memory stick. Each category entered requires 8 separate copies of all information for the Judges. Please **DON'T** post your entry until you have received an official address label...

Official Entry Form

Please choose your category (ies)	Tick below
Creative, Content & Print Production	
CRM, Data, Targeting & Personalisation	
Customer Service, Fulfilment & Delivery	
Digital Performance	
International	
Multichannel Commerce	
Technology Tools	

Important Dates

Deadline: the closing date for the receipt of all entries is 5pm on **27th September 2019**.
Judging commences on **2nd October 2019**.
The list of shortlisted companies will be published during **w/c 7th October 2019**.
Presentations will be made during lunch at the DCA Autumn Conference on **24th October**, VSC, London.

Entering Company Name:			
Entering Brand(s) if different:			
My Name:		Position:	
Company:		Website address:	
Address:			Postcode:
Email address:			
Landline:		Mobile:	
PO number (if applicable):			
Entry type (Digital/Postal):			

Fees & terms:

The cost per single category entered: £85 (+VAT) - any additional categories: £65 (+VAT)

You must return this form to awards@directcommerce.biz **before sending your entry**. All entries will be confirmed via a VAT invoice, issued on net terms with the facility to securely pay using a credit or debit card. All completed entry forms received and processed are considered final. Please **don't post** your entry until you have received an official address label

Benefits of entering:

Each entry will be scrutinised by members of our panel of client side thought leaders plus selected expert independent consultants – this means that, simply by entering, you will be building awareness of your solution/service amongst an elite group who could become clients or advocates for your business.

All shortlisted entrants will be invited to take up a complimentary place at the DCA Autumn Conference on 24th October and may book extra places for team members or clients at preferential rates. Each winning entry will be

profiled in detail within Direct Commerce Magazine's New Year issue as well as on the www.directcommercemagazine.com website.