



HOW TO ENTER THE 2020 AWARDS

What are they?

The DataIQ Awards 2020, with our headline partner Tableau, will honour both companies and individuals that have demonstrated excellence in the data industry over the past 12 months. Now in its 8th year, we have 23 awards across five focus areas recognising great work, people and teams.

Why should you enter?

Whilst our Awards showcase and celebrate all those who deserve to be recognised, they are much more than that. Entering the DataIQ Awards delivers a host of benefits:

Recognition

Being shortlisted is recognition of success for individuals and teams that should be celebrated and shared internally and externally.

Reputation

Winning a DataIQ Award will have a positive impact on your business. Clients will know that they are working with a recognised industry leader, while prospects will have the confidence and trust that you are a company they should be partnering with.

Motivation

Being associated with these awards is a great motivator, encouraging teams to take pride in what they do and are a reward for their hard work.

Profile building

Our pre- and post-Awards promotional programme ensures entrants and winners can benefit from enhanced exposure and profile building opportunities.

How to enter

1. Go to DataIQ.co.uk
2. Go to the [Awards section](#)
3. Review and decide which categories you want to enter. These are divided into five focus areas:
 - a. [People](#)
 - b. [Innovation](#)
 - c. [Culture & Skills](#)
 - d. [Trust & Privacy](#)
 - e. [Data for Good](#)

A detailed list of categories can be found at the end of this document.
4. Read the [Entry Rules](#)
5. Once you've decided which categories to enter, you can select "Enter Awards" and you will be directed to the entry portal. Here you will need to login or complete our short registration process.
6. You can then begin adding your entries for submission and the necessary supporting materials. These can all be managed and edited at any time up until the entry deadline.
7. When you are happy with your entry (or entries), please press 'Submit'.
8. Once you have submitted your entries, we will send you a secure link to complete your payment so have a credit card ready. Entries are £250 each with discounts for buying multiple entries.
9. Once you have processed your payment, you will receive a confirmation email, with VAT receipt and then it's fingers crossed!

The DataIQ Awards entry form

For each award entry you will need to provide:

- A name for your entry – this can be the company, project, team or individual. The name provided will be used in any future announcements.
- A logo to be used in announcements should you be successful.
- 100-word summary of your entry.
- 750 words describing in more detail why your entry should win.
- Supporting documents x 2 (optional) – please do not add any extra pages of text as this will not be considered by the judges.
- Public URL to support your entry – this can be a link to a video or presentation as well as a website (optional)

Company/Team/Individual Name

Upload Logo

No file chosen

Questions

Summary of your entry.

Words: 0

Why this entry should win.

Words: 0

Please provide any supporting documents (1 of 2)

No file chosen

Please provide any supporting documents (2 of 2)

No file chosen

Public URL

Words: 0

Writing a winning award entry

ALIGN WITH THE CATEGORY

Avoid generic entries, follow the rules and clearly align your copy to the criteria for the category



TELL A STORY

Use the story arc to draw attention to the problem and solution



WRITE COMPELLING COPY

Use the 4U's: Useful, Unique, Urgent and Ultra-specific

DEMONSTRATE IMPACT

Highlight the commercial results and use testimonials to 'show, not tell'



Tips for creating your entry

Join our live tutorials: Our DataIQ Awards tutorials explore the anatomy of a good awards entry and tips on how to write a standout award entry. Taking place on **21 May at 1:00pm**, [click here](#) to register.

Follow the instructions: Take note of the process, the entry requirements, timings and deadlines, how to make payments etc.

Choose your categories: Put the odds in your favour by entering those categories where you have the strongest story to tell. Remember, you're not restricted to one - you can enter as many categories as you like.

Be Specific: Be clear, concise, avoid jargon and don't make assumptions, judges won't know your story like you do. Make sure your 100 word summary draws the judges in and makes them want to read more.

Tell a story: Everyone, including awards judges, appreciate a good story. Use a classic beginning-middle-end framework with a problem solution-results approach where possible. Keep it relevant and provide supporting images and content that can enhance your entry.

Think the 4 U's: When writing your submission, use the 4 U's formula to make it impactful.

- Urgent – Compel the judges to read on and get across the vitality of your work
- Useful – Demonstrate how you offered the organisation something they could not get elsewhere
- Unique – Highlight what is different or innovative and demonstrate how it is unique
- Ultra Specific – Explain what you did and why without unnecessary embellishment

Final sense check: Ask someone not involved to review the final entry to ensure it reads well and is error free.

Key dates to remember:

How to write a winning award entry tutorial: 21 May, 2020 [click here](#) to register

Entries open: 1 April, 2020

Entries close: 15 June, 2020 at 11pm (BST)

Shortlist announced: Week commencing 27 July, 2020

Online awards ceremony: 30 September, 2020

Further questions

If you have any questions about the awards, simply contact laura.six@dataiq.co.uk or call 07741 364 201.

Good luck!

About DataIQ

Founded in 2011 DataIQ is the only membership business focused on the needs of data and analytics professionals from global, FTSE 100, large and mid-market organisations. We connect, educate and support our members to help them build great businesses from the intelligent use of their valuable data assets and placing data and analytics at the heart of board-level decision-making.

Now the largest community of senior data and analytics executives we accelerate our members' journey to superior performance, through facilitating peer to peer networking, confidential capability benchmarking, providing access to our unique in-depth insight, practical tools, soft skills development of their teams, and the expert guidance they need to transform data and analytics into a critical business success driver.

[FIND OUT MORE](#)



DATAIQ AWARDS CATEGORIES

PEOPLE

Best data and analytics team

Who it's for: Any team working in any data and/or analytics practice either client-side or vendor-side.

How to win it: To win this award, we are looking for evidence that the team has strong internal cohesion and external traction. You will be able to demonstrate that your working practices are based on collaboration and shared ways of working. You will also be able to show how you proactively engaged with stakeholders to deliver outcomes for them.

Data and analytics leader of the year

Who it's for: An individual leader (client-side or vendor-side) who has given visibility, status, credibility and sustainability to the data and analytics function.

How to win it: The judges are looking for evidence of top-down leadership that has ensured high performance by the function, as well as upwards engagement with senior leadership and stakeholders in the organisation. This award is for an individual who goes above and beyond.

Data apprentice of the year

Who it's for: Individuals who have entered the data industry outside of higher education via an apprenticeship scheme.

How to win it: The nominee will have been selected for a data, analytics or similar apprenticeship scheme and have demonstrated outstanding commitment, drive and engagement with their sponsoring organisation. The individual may still be within the scheme or have graduated within the last 12 months.

Data champion

Who it's for: An individual who has stood up for data within their organisation.

How to win it: To win this award, you will demonstrate how you have stood up for data in your organisation. This is not necessarily a result of seniority - you may have been persuasive in arguing for data to be considered by other functions or in the company strategy in some way, or to have been central to championing data as a value-driving resource.

New talent award

Who it's for: Individuals or teams within client or vendor organisations aged under 30.

How to win it: Share with us the details of a standout individual in your organisation or function. They may have arrived and made a big impact, or they may have stepped up in a critical situation. It could be somebody who has harnessed the energies of the organisation or function to support an external cause. Either way, explain why they are a star.

INNOVATION

Best data product or service of the year (business)

Who it's for: Any data product or platform designed to support business processes.

How to win it: This category is for a solution, platform or product that addresses a critical need of the data and analytics industry or the functions they support. It should demonstrate how it responds to a clear need or issue in the market and brings an effective solution to bear.

Best data side hustle

Who it's for: Any personal or business-supported activity that is not a business as usual task.

How to win it: Show us that you have worked outside of the box to do something imaginative, innovative or just plain fun with data. It could be a side project you pursued in your "play time" at work, or maybe you applied data to a personal passion. Whatever it is, it isn't what keeps the lights on, but what keeps your heart beating.

Breakthrough with data

Who it's for: Any organisation, client-side or vendor-side, which can show it has achieved significant uplift in a target metric through the application of data and analytics.

How to win it: From whatever your starting point, show us how you deployed a data set or analytical method to shift your organisation's performance up to an entirely new and improved level.



Data-driven product or service of the year (consumer)

Who it's for: Any product or service that is rooted in data to meet a consumer need.

How to win it: As data increasingly transforms or creates products and services, you will need to demonstrate how yours has achieved cut-through performance or disrupted a market. The winner will be an innovative product or service based on the ethical and sustainable use of consumer data.

Most innovative use of AI

Who it's for: An application of artificial intelligence (AI), machine learning (ML) or automation to introduce a new approach or service.

How to win it: Provide the judges with an insight into how a business opportunity or issue was identified that was subsequently resolved through the use of AI, ML or automation. The impact needs to be fresh and transformative, even if the target was a business-as-usual process.

CULTURE AND SKILLS

In partnership with  + a b l e a u

Best data story or data visualisation

Who it's for: Effective examples of how data insights have been communicated through storytelling or visualisation.

How to win it: Supply a case study which demonstrates how the insights from analytics were developed and communicated to the stakeholder, whether through high impact visualisation or storytelling. The winner will be able to show how the approach made a significant difference as a consequence of strong communication techniques.

Best development programme

Who it's for: Any organisation that has established clear, effective and sustainable personal development, career progression, training programmes or data apprenticeships, either client-side or vendor-side.

How to win it: To persuade the judges, demonstrate how you have tackled the challenge of building and refreshing skills among both incumbent and new practitioners. You should also show how you have taken diversity (in all aspects) into consideration with targeted initiatives towards under-represented groups within your function.

Best place to work in data

Who it's for: Any organisation, client-side or vendor-side, that achieves consistently high satisfaction scores (or similar metric) from its employees working in the data and analytics function.

How to win it: To win this award, provide evidence of what makes your company the best for recruitment, retention, productivity and employee satisfaction. The judges will be looking for evidence of how data and analytics practitioners are incentivised financially and beyond, plus how this impacts on talent attraction and retention.

Most effective stakeholder engagement

Who it's for: The data and analytics team which is best able to demonstrate how it engaged proactively with the business.

How to win it: The judges will be looking for collaborative working between the data and analytics function and its stakeholders which iteratively improved the quality of insights, recommendations and ways of working. They will be keen to see input from stakeholders attesting to the willingness of the function to listen and take on board changing needs.

Transformation with data

Who it's for: Any client-side or vendor-side organisation that has embedded a new culture and way of working through data-driven decision-making and processes.

How to win it: Provide evidence of how data and analytics have been used to transform the processes, culture, thinking or approach of the organisation. This may be through becoming digital-first or by putting a strategic data asset at the heart of operations.



TRUST AND PRIVACY

Best data ethics and privacy initiative

Who it's for: This award is for an initiative that moves data collection, management, deployment and controls beyond compliance towards a values-based perspective.

How to win it: Data ethics are a key theme for 2020. The judges will be looking for an example of a data strategy that is appropriate, value-driving and consensual. It will have ensured that the true data owners, i.e. individual data subjects, are fully onboard with the value exchange.

Best privacy-enhancing solution

Who it's for: A solution focused on supporting individual data rights, either as a consumer-facing service or business-oriented service.

How to win it: Provide a clear example of a new solution that has been built from the ground up to support privacy and data protection rights. This may sit within organisations, across the data supply chain or ecosystem, or within a consumer's device to enable them to control data access rights.

Building data trust through marketing or CRM

Who it's for: Any example of an outstanding customer-focused activity aimed at creating trust in data use.

How to win it: Consumers have been wary of sharing personal data in the wake of GDPR and data breaches. The winner of this award will have had a consistent focus on demonstrating how they can be trusted with personal information and will have built significant brand equity around values of trust and transparency.

Privacy and trust champion

Who it's for: Someone who is relentless in their advocacy of individual data rights and the importance of building trust.

How to win it: You will be able to demonstrate a constant commitment to placing privacy at the centre of your organisation's strategy or at the heart of strategic conversations. You recognise the fundamental value of building trust between the organisation and its customers and lead from this principle.

DATA FOR GOOD

In partnership with 

Data for good champion

Who it's for: An individual who is tireless in advocating the use of data for social, environmental or health-oriented projects.

How to win it: Alongside the profit motive, organisations are increasingly focused on how they can be of benefit to the broader world. To make this happens requires a champion who ceaselessly argues for social goals, identifies resources that can be applied to them and leads from the front, to make sure good things happen through the use of data and analytics.

Data for society

Who it's for: Any data initiative aimed at improving the quality of life for groups or society.

How to win it: The judges will be looking for evidence that a programme has used data to drive up key societal indicators, from poverty or educational attainment to access to resources and sustainability. Through the use of data and analytics, the winner will have identified transformative actions that have delivered (or are planned to deliver) positive societal outcomes.

Data for the environment

Who it's for: Any data initiative that has a positive environmental objective or impact.

How to win it: Data can be applied to a wide range of environmental goals, from optimising logistics to reduce carbon footprints to sustainable energy management, resource consumption modelling or to mapping climate change. The winner will be able to demonstrate a clear data-driven activity that is genuinely beneficial for the planet.

Data for wellness

Who it's for: Examples of data-driven solutions with a focus on improving any aspect of personal wellbeing.

How to win it: One of the biggest use cases for leading-edge data and analytics is around wellbeing, from self-optimisation using wearables through to mental health. The judges will be looking for innovative and deliverable solutions that are supporting wellness in any aspect.



Best use of data by a Not-for-Profit

Who it's for: Any data-driven activity carried out by a Not-for-Profit to further its goals, fundraising or related activities.

How to win it: Not-for-Profit organisations increasingly rely on the use of data and analytics to deliver services, raise funds, manage their operations or support their user base. The judges are looking for compelling examples of data-driven activity which has delivered social, environmental or health benefits or transformed the operation of the organisation.

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