



People

Best data and analytics team

Who it's for: Any team working in data management, data governance, customer analytics or any other data and 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 in collaboration and shared ways of working. You will also be able to show how you proactively engage 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) 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 the organisation.

How to win it: To win this award, you will demonstrate how you stand 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 created a big bang, 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.

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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's it 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 it is what keeps your heart beating.

Breakthrough with data

Who it's for: Any organisation, client-side or vendor, 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 and breakout performance or disrupted a market. The winner will be an innovative product or service based in ethical and sustainable use of consumer data.

Most innovative use of AI

Who it's for: An application of artificial intelligence, machine learning 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 BAU process.

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Culture and Skills

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.

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 in your function.

Best place to work in data

Who it's for: Any organisation, client-side or vendor, 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 staff 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 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.

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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 2019. 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, ie, 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 award

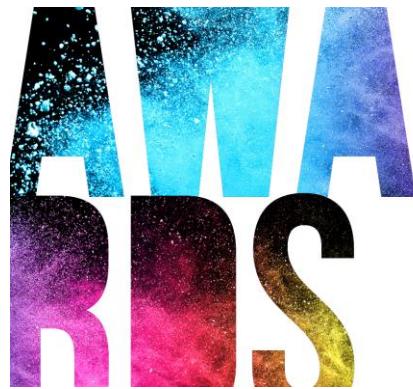
Who it's for: Any example of an outstanding customer-focused activity aimed at creating trust in data use

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: An individual 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

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 happen 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 been delivered (or are planned) with positive societal outcomes at their heart.

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 with the aim of reducing carbon footprints to sustainable energy management, from resource consumption modelling 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.

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Not-for-Profit

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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