



Preparing an entry & Judging Criteria

Step 1: Send your entry form to events@directcommerce.biz

Step 2: You will receive an invoice, reference number + details on how to submit your entry

Step 3: Please ensure you have paid the entry invoice BEFORE submitting your entry

Digital Entry Checklist:

1. **Focus** on all the great things your business has achieved over the past 12 months – all information submitted, and turnover should relate to calendar year 2021.
2. **Executive summary of max 300 words** - This overview document should summarise the year's highlights, milestones, achievements, and other pertinent facts that will support your entry.
3. **Main body of your entry** should comprise of up to 2400 words (please include the total word count on the final page) and any screen grabs/supporting documents.
4. **Entries should be sent** as 1 PDF file and be a max 1.5GB in size. You will need to submit a separate digital file for each category entered, even if the content is the same.

You are welcome to enter (for example) 1 category by post and another digitally, please let us know via the entry form how you are submitting each entry.

Postal Entry Checklist:

1. **Focus** on all the great things your business has achieved over the past 12 months – all information submitted, and turnover should relate to calendar year 2021.
2. **Executive summary of max 300 words** - This overview document should summarise the year's highlights, milestones, achievements, and other pertinent facts that will support your entry.
3. **Main body of your entry** should comprise of up to 2400 words (please include the total word count on the final page).
4. **Each entry for each category needs to be accompanied by 8 copies of every supporting element:** catalogues, insert, flier, customer magazine, advertisements
5. **Digital collateral and documents** may be saved to 8 clearly labelled USB sticks
6. **Please do not send product samples**, sweets, premiums, or incentives with your entry as these cannot be forwarded to our Judges

Judging criteria

Categories 1 – 18: Branding, Positioning, Proposition, Customer Guarantee, USP (Unique Selling Proposition), Business Development, CRM, Overall Achievements, Potential

Categories 19 – 26: Branding, Positioning, Proposition, USP (Unique Selling Proposition), CRM, ROI, Overall Achievements, Potential

Category 27: Customer Service Promise, Customer Access Channels, Speed of Response, Customer Feedback Scores, Improvements Achieved, Service Developments

Category 28: Scale of Transformation, Approach Taken, Timescale for Delivery, Improvements Achieved, ROI, Overall Impact

Category 29: Proposition, Approach Taken, USP (Unique Selling Proposition), Improvements Achieved, Overall Impact, Potential