

Agency of the Year

This celebrates the agency which, thanks to the adoption, use or creation of technology, has shown itself to tangibly achieve and/or deliver better work or solutions for the clients it serves, or how the agency has developed as a business entity in its own right. Entries are invited from agencies working in any facet of the sports sector, including but not limited to marketing, media, sponsorship, content creation, broadcast, design etc.

Judges will review entries on the following criteria

- What was the agency objective
- What technology was adopted/created and how was it used
- What direct impact did this have on the business
- How innovative and effective was the technology
- Quantitative and qualitative data supporting the entry (e.g. stats and third-party endorsements)

<p>Entry Details <i>In the event of being shortlisted, the copy in this section will be used on the Awards' website so ensure no commercially sensitive information is featured. Please also ensure that the copy is of a standard suitable for publication. The organizers reserve the right to charge an editing fee of £100 if substantial correction and/or editing is required prior to publication.</i></p>
<p>Entry Name Please be aware that the wording you submit here will be used on the trophy, website, shortlist and winner announcements. 50 characters max</p>
<p>Organization submitting the Entry 200 characters max</p>
<p>Entry Introduction Please explain your entry to people potentially unfamiliar with your technology, brand or work. Ensure it is clear and concise, being aware that the information you share will be in the public domain. 1400 characters max</p>
<p>Entry Information</p>
<p>Entry Overview and Background Please supply an overview of your entry which advises the judges as to the nature of your business and the work/technology this entry covers. 2450 characters max</p>
<p>In which sport(s) do you operate 350 characters max</p>
<p>Case for Winning</p>
<p>Target Market or Audience (if relevant) 700 characters max</p>
<p>What technology was adopted/created/used 1400 characters max</p>
<p>Why was the technology adopted/created/used 2450 characters max</p>
<p>How was the technology implemented 2100 characters max</p>
<p>What are the organization's future plans for developing this or other technology 1400 characters max</p>
<p>Results and Support: All judges sign an NDA and declare all conflicts of interest. As such, all information shared is confidential. Please note that numbers/hard facts count for more than percentages or testimonials. 3500 characters max</p>
<p>Was the technology featured in this entry repurposed from technology which successfully served another industry sector; if so please provide more details 1400 characters max</p>

Note: This form is only for information purposes and cannot be submitted as it is, all entries are to be submitted via the online portal, which contains an interactive form matching this one.