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Best use of Apteco software award 2021

## Entry form

Entry guidelines

This award is to celebrate the effective use of Apteco software to drive marketing activities, improve the customer experience and to reward those who have delivered measurable benefits to their organisation as a result. **Again this year, to recognise the contribution that you as marketing data, insight and campaign teams have made during the Covid-19 pandemic, we’re encouraging you to tell us how you’ve coped.** Whether the strategies and approaches you’ve put in place have been to try and stimulate demand, or whether you’ve been responding to changed buying behaviour and shifts to online purchasing patterns, we want to hear your unique stories. Let us know how you’ve strived to understand your customers’ changing behaviour in the new normal, and as we look forward to the end of the pandemic.

The Apteco judges will score each entry out of 50 and will select the top entries that excel above the others in demonstrating effective and skilful use of Apteco marketing software. Additional points will be allocated to each of the finalist entries based on peer appraisal by delegates at the annual Apteco Live Online virtual user group conference. All delegates will be given the opportunity to vote for their favourite entry following a short video presentation from each of the finalists. The entry with the highest combined score out of 100 will win.

**What are the judges looking for?**

* **Effective** and **skilful** use of Apteco software
* **Creative** application of the software to meet business and marketing objectives
* Details of how a marketing **strategy** was conceived or developed utilising Apteco software
* Measurable improvements to the **customer experience**
* Contribution to **commercial success** through ROI, campaign performance and improved marketing processes

**Entry criteria**

* All entries must be based on projects / results that have been carried out or achieved over the past 12-18 months using licensed software from Apteco Ltd.
* All entrants must hold an up to date Apteco software licence that is valid on 18 November 2021.
* Only one entry can be made per Apteco system.
* Entries may be submitted directly from an end client, their Apteco partner / reseller, or as a joint entry from both the end client and their partner / reseller.
* The author(s) of the top selected entries **must prepare a 10-minute video presentation** which will feature as part of the Apteco Live Online 2021 conference agenda. Apteco will review the presentation slides with each finalist to help ensure they can present a compelling case to the delegates. The presentations will be pre-recorded and Apteco will set up online recording sessions between November 1-5. Alternatively finalists can submit their own recorded presentations in MP4 format by 5pm on Monday 8 November at the latest.

**Submission guidelines & word limit**

* Email [**marketing@apteco.com**](mailto:marketing@apteco.com) in advance to let us know that you are planning to submit an entry.
* **This entry form must be completed and emailed to** [**marketing@apteco.com**](mailto:marketing@apteco.com) **by 5pm on Friday 8 October 2021**. If you have any queries or if you haven't received an email confirming receipt of your submission within 2 working days, please contact Melanie Davis on +44 (0)1926 407565.
* Please provide a .png, .jpg or .gif file of your company logos with your entry form.
* Apteco will confirm the top selected entries (the finalists) on Monday 18 October 2021.
* Part 2 of the completed form must contain no more than 350 words.
* Part 3 of the completed form must contain no more than 2000 words.
* Support materials such as charts, graphs, visualisations and reports can be inserted into the entry form or attached to your submission email. Any text explaining or referencing the support materials must appear in part 3 of the entry form and will count towards the 2000-word limit.
* We recommend that you provide headline results that clearly show your success as a result of using Apteco software.

**Confidentiality**

* Selected entries will be published on the Apteco.com website as a case study and used in marketing materials. They may also be published on other Apteco domains, including Apteco.de, Apteco.com.au and Apteco.nl.
* Any sensitive information must be clearly identified on the entry form by highlighting it in red text. This information will not be published on any Apteco website or in any marketing material.
* All sensitive material will remain confidential to the judges.
* If your entry is selected as one of the finalists, then Part 2 of your entry form will be provided to delegates at the Apteco Live Online 2021 conference for voting purposes. Do not include any confidential information in this section.

**Authorisation**

* By submitting an entry on behalf of your company or a client you are confirming that you have received authorisation to do so.

**Award presentation & prizes**

* The winning entry will be announced at the Apteco Live Online conference on 17-18 November 2021.
* The author of the winning entry will win an iPad Air.
* If two people are responsible for the entry (client or partner staff) then this must be stated on the entry form and both will receive an iPad Air.
* The authors of the runner up entries will each receive a bottle of Champagne.
* The decision made by the judges is final.

We look forward to receiving your completed entry form.

**The Apteco Team** (Warwick, UK)

Entry form

Part 1: General information

**Author details**

Please complete your details in the box below.

*NB: If successful the authors detailed here will each receive a prize as detailed above.*

|  |  |  |
| --- | --- | --- |
|  | ***Author 1*** | ***Author 2*** |
| **Name:** |  |  |
| **Job Title:** |  |  |
| **Company:** |  |  |
| **Company Address:** |  |  |
| **Telephone Number:** |  |  |
| **Email address:** |  |  |
| **Website address:** |  |  |

**Presentation & networking session**

Please confirm that you are available to prepare a 10-minute pre-recorded presentation in preparation for the 2021 Apteco Live Online conference. Award entry presentations will form part of the agenda of the day, giving you the opportunity to showcase your work before delegates are invited to vote for their favourite entry.

Yes/No *(delete as appropriate)*

**Authorisation**

Please confirm that you have authorisation to submit this entry on behalf of your company and / or your client (if applicable) and that you / they are aware that selected entries will be published on the Apteco website and used in marketing materials.

Yes/No *(delete as appropriate)*

**Company overview**

Please provide a 250-word overview of the company whose Apteco system is being referred to in your entry.

Type here...

Part 2: Overview of your ‘Best use of Apteco software’

**Overview**

Provide a short 350-word summary of your “Best use…” case.

*NB: This summary will be provided to delegates at the Apteco Live Online conference who will be voting for their favourite entry. Please* ***don’t*** *include any confidential information.*

Type here...

Part 3: Details of your ‘Best use of Apteco software’

**Details**

Using a maximum of 2000 words give details about your “Best use…” case. For example, you can include information on the initial project requirements / objectives, the solution offered, how Apteco software was used to meet objectives, screenshots of visualisations / reports, details of any marketing campaigns, details of results and measurable improvements such as response rates, uplift, return on investment, customer experience, increase in revenue / profits, process improvements, cost savings etc.

*NB: Sensitive information must be highlighted in red. If it is more appropriate then support materials such as charts, graphs, reports and visualisations can also be attached to your submission email. Any text explaining or referencing the support materials must appear below and will form part of the 2000-word count limit.*

Type here...