

March 14

London Hilton on Park Lane



OPTIMISE YOUR ENTRY

There's a knack to producing an entry that is going to instantly engage the judges. The best advice we can give you is never make a claim without substantiating it. Below is a check list of do's and don'ts to help you structure your entry for the best chance of success.

How your entry will be judged

Independent judges are all mobile industry professionals who have no current commercial relationship with Mobile News. They have no interest in who our sponsors and advertisers are. We appoint a new set of judges every year so if your entry didn't win last year we can assure you a new set of eyes and ears will be appraising it in 2019.

We've had more than 300 judges since the Mobile News Awards started in 1995. To date, no-one has ever managed to get a single judge to say the results were 'fixed'.
Keeping Score - Judges are divided into three

separate panels who are responsible for judging all the entries in their assigned categories. The judges all have identical laptops to access the online entry portal. After a careful analysis of each entry and discussion amongst fellow judges, each judge will independently award the entry a score out of 10. The entry which receives the highest number of points is deemed to be the winner.

Judging is held on a single day in a central London venue. Next year's judging will be at the Spectra Suite of The London Hilton on Park Lane



How to optimise your entry

Understand why you are entering

Do you want to win or just be shortlisted? Being shortlisted for an award can also be a great way to promote to existing and potential clients. Of course, we hope you win.

Stick to answering the criteria questions

Don't deflect your answers to something that is not being asked. If the criteria asks about product improvement and new services, don't answer with news about your new warehouse and/or office.

Back up your claims

You can be the best writer in the world, but if you can't support your claims with evidence the judges will not take much notice. Customer testimonials are gold dust (as are audited figures), independent media coverage that supports your claims are also worth including.

Allow yourself lots of time to enter

Many companies leave it to the last minute to put their entry together. We've even had some entries delivered on judging day, a competitive award entry can take a month or so to collate and produce. Give yourself enough time to collect facts, have meetings to decide your entry strategy, collect customer testimonials etc. Presumably you'll need many people to sign the entry off. Good luck with getting that done in a week! Remember, the Mobile News Awards entry portal allows you to edit and change your entry as many times as you like. So give yourself time. You should be starting your entry NOW.

Keep it simple

Good journalism is about keeping things clear and simple – getting the 'how, what, where, and why' right up front ensures your stories can be read without a judge having to work out what you are trying to say. The judges have to process a lot of information. They warm towards entries that don't require them to try and figure out the points you are making.