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THE DON'T PANIC AWARDS GUIDE TO ENTERING **2021 EDITION**

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ETHICAL & TRANSPARENT

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Don't Panic are Award organisers who deliver awards that are ethical, transparent and highly respected. Our Awards truly value the expertise, creativity and innovation that digital industries around the world deliver on a day-to-day basis.

Our Awards are judged by international leading, industry experts who understand the digital industry which means Award accolades are not only industry recognised but they are valid and can be trusted by clients, business partners and employees. They are not a popularity contest!

Judges follow a robust, two-step judging process that involves pre-scoring of all entry forms and examination of any supporting materials. Scores for each question on the entry are combined to give an overall score and the highest scoring entries determine the Shortlist. Judges meet to discuss in detail the highest scoring entries and agree, although this can sometimes become heated, an overall winner.

Judges sign a judging code of conduct to ensure confidentiality and to provide peace of mind for entrants. All judging discussions are confidential, and material will not be shared with anyone outside of the judging panel before or after the ceremony. Judging papers will not be shared with any third parties and will be deleted immediately after the judging period. Judges can only access entries they have been asked to score.

Don't Panic are proud to display the Awards Trust Mark, an independent accreditation programme which validates the ethical process operated on all their awards.

Whether you're a start-up, a family run business or a corporate giant with international presence, there is an awards scheme out there for you. Award competitions are the perfect opportunity to reward the expertise and knowledge your organisation brings to that particular sector.

If you're thinking of entering an awards competition, there are a few things to consider when planning and completing your entry that will give you the best chance of winning. This guide contains information which you may find useful...



EVENT DEADLINES

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Here is the event entry deadline calendar for 2021.

Crafting the perfect award entry involves making time:

- Diarise the deadlines in advance
- Book space in your calendar that cannot be postponed or overbooked
- Share with your team so that you can come together to plan and collate the information essential for entry
- Enter early and take advantage of the Early Bird discount of up to £50+VAT off all entries

EVENT	EARLY BIRD CLOSE	ENTRY DEADLINE	EVENT
APAC Search Awards	November 20, 2020	November 27, 2020	January 21, 2021
Northern Digital Awards	November 6, 2020	November 13, 2020	January 28, 2021
UK Dev Awards	January 15, 2021	January 22, 2021	March 11, 2021
European Content Awards	January 22, 2021	January 29, 2021	March 18, 2021
Global Social Media Awards	January 29, 2021	February 5, 2021	March 25, 2021
UK Biddable Media Awards	February 12, 2021	February 26, 2021	April 22, 2021
Company Culture Awards	February 19, 2021	March 5, 2021	April 27, 2021
Global Agency Awards	March 5, 2021	March 19, 2021	May 13, 2021
European Search Awards	February 19, 2021	March 5, 2021	May 27, 2021
Canadian Search Awards	April 1, 2021	April 16, 2021	June 10, 2021
Global Business Tech Awards	April 16, 2021	April 30, 2021	June 17, 2021
UK Digital Growth Awards	April 9, 2021	April 23, 2021	June 24, 2021
UK Social Media Awards	April 23, 2021	May 7, 2021	July 8, 2021
Global Search Awards	April 30, 2021	May 14, 2021	July 13, 2021
UK Content Awards	April 16, 2021	April 30, 2021	July 15, 2021

EVENT	EARLY BIRD CLOSE	ENTRY DEADLINE	EVENT
Global Digital Excellence Awards	May 21, 2021	June 4, 2021	July 28, 2021
Global eCommerce Awards	June 4, 2021	June 11, 2021	September 2, 2021
UK Agency Awards	June 11, 2021	June 18, 2021	September 9, 2021
US Search Awards	June 18, 2021	June 25, 2021	October 7, 2021
Global Marketing Awards	July 2, 2021	July 9, 2021	October 5, 2021
UK Business Tech Awards	July 2, 2021	July 9, 2021	October 13, 2021
UK eCommerce Awards	July 16, 2021	July 23, 2021	October 14, 2021
European Agency Awards	July 16, 2021	July 23, 2021	October 21, 2021
UK App Awards	September 10, 2021	September 17, 2021	November 4, 2021
Global Content Awards	September 3, 2021	September 10, 2021	November 11, 2021
UK Search Awards	September 17, 2021	September 24, 2021	November 16, 2021
US Agency Awards	September 10, 2021	September 17, 2021	November 24, 2021
MENA Search Awards	September 23, 2021	September 30, 2021	November 25, 2021

BENEFITS TO ENTERING & WINNING AN AWARD

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Entering Awards can be the most cost-effective marketing decision you make.

RECOGNISE, REWARD, CELEBRATE

Celebrate the success of great campaigns or strategies, innovation and technology, teams and individuals. Awards are for everyone, no matter how big or small, winning is about creativity, innovation and ROI.

NEW BUSINESS

Award wins will help you win new business – all winners receive a winner badge for use in marketing materials and winning case studies will feature in a prestigious book of the night.

INCREASED CREDIBILITY

To prove or evidence to clients that your company or campaigns are the best in their sector.

RAISE AWARENESS

Award wins raise awareness of your organisation or work and create PR opportunities to showcase your credibility.

EMPLOYEE MOTIVATION

Awards recognise the hard work and achievements of your employees so winning one can help boost staff morale and improve motivation.

ATTRACTING TALENT

Awards validate your hiring stature among new recruits. Being an award-winning agency or organisation will help you recruit and retain talent.

JUDGES' EXPERTISE

The awards are judged by a panel of industry experts and influential people working in brands, providing a perfect opportunity to showcase the quality and standard of your work and receive feedback for future projects.

NETWORKING

The awards evening is a highlight in the search calendar and provides exceptional networking opportunities with peers from the industry.

REFLECTION

The award writing process provides opportunity for reflection and benchmarking.

WINNERS TESTIMONIALS

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We are thrilled to have won 2 awards at the European Search Awards 2020. Recognition for our work by hugely talented people across the continent is a real honour and to be crowned winners amongst some incredibly stiff competition is a big deal for us. Not only do these awards add kudos to our work, but they give our team something tangible to be proud of, alongside the brilliant results they're delivering daily. The European Search Awards have been on our 'to win' wish list for some time, so this is extra special.

Tom Etherington,
Operations Director,
Evolved Search

I'm over the moon and so proud that we won five UK Content Awards after only one year of being Rise at Seven. Nine months after we launched the agency we were hit with the COVID-19 pandemic and I'm incredibly proud that despite this we've continued to grow rapidly and deliver award winning work for our clients – it's a true testament to our amazing staff, well done everyone!

Carrie Rose,
Co-Founder & CEO,
Rise at Seven

We're thrilled to win this UK Biddable Media Award as we thrive in innovation and testing new products, platforms and tools. This award demonstrates how display campaigns, when tailored to clients' needs with bespoke messaging and targeting, help to maximise offline users' actions such as physical visits and time spent on location. This highlights the impact that robust online activity can have on real life actions and the ROI we offer our clients.

Eliette Cremer,
Programmatic Team Manager,
Space & Time

I'm incredibly proud that Be-Hookd was awarded with Social Media Agency of the Year at the Global Agency Awards, it is a testimony for all the hard work the team has put behind their clients' campaigns as well as quickly adjusting to new ways of working. It feels like this has been a long time coming, it's great to see it rewarded.

Kat Ober,
Managing Director,
Be-Hookd

We're delighted to be recognised for our conversion work at the UK Digital Growth Awards. Our clients trust us to deliver the best possible results, and this win demonstrates that we're doing just that. And, it allows us to offer prospective clients the comfort of knowing our work meets the exacting standards required to join the elite group of winners. We will continue to improve experiences at every opportunity and look forward to defending this category in 2021!

Kier Humphreys,
Head of Customer Experience,
Sagittarius

The UK Search Awards represent the best of the best in our industry. To be recognised along such well-respected agencies in the UK Search Awards is a real accolade for us.

Aaron Dicks,
Managing Director,
Impression

JUDGES' TOP TIPS

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"You have to be in it to win it. Many previous award winners have submitted strong work that wasn't necessarily ground-breaking, but just really well thought out or executed. So take a leap and enter."

Every section counts. It's heart breaking when a strong entry is marked down because they skipped/briefly completed a seemingly less important section – stick to the word count, but make every section work towards your story.

Pick your categories wisely. 'Best PPC Campaign' or 'Best Use of Data' type categories are usually flooded with entries, but some of the more obscure topics have fewer entries, which increases your chances hugely."

Emily Van Lierop
Global Head of Digital Operations,
Volkswagen at PHD

"The most important thing is to follow the entry form requirements. Some nominees leave some of the form's questions unanswered, which affects the overall score of an entry. Judges are scoring each of your answers on the entry form, and if something is missing, then we're forced to give a lower score."

Alexandra Tachalova
Digital Marketing Consultant

"This will be one that I suspect is shared a lot – make sure you have clear, measurable objectives and refer to them in your results – this is the biggest thing that tanks many entries as people either aren't clear about what they hoped to achieve, or don't make it easy for us to see how they delivered on these goal."

Arianne Donoghue
Founder & Consultant,
Tempest Marketing

"In goal-related entries (campaigns and team categories), make sure that your results are aligned to your initial goals. Don't submit an entry that says that your goal was one metric but then shows an entirely separate metric in the results."

Channel your marketing talents and SELL your entry to the judges. If you're really excited about your team, project, content or campaign, show us why we should be excited. Entries should be clear and concise, but they should also be engaging and thorough. Use headings, bullet points, images, clear graphics, client feedback, etc. to add color to your story. Keep in mind that, due to the volume of entries, judges don't have unlimited time to review your entry. So entries should be concise and easy-to-read."

Keith Goode
Senior SEO Strategist, IBM

"Make sure you fully understand the difference between 'strategy' and 'implementation'. Many of the entries I read don't seem to understand what a good strategy is and often list their tactics (implementation) instead. When they do this, you often find the implementation section is just a repetition of the strategy section."

Objectives should be fairly easy marks to obtain but many entries again don't seem to follow the basic mantra of S.M.A.R.T. – Specific, Measurable, Achievable, Relevant, Time-bound."

Adam Whittles
Head of SEO, Auto Trader

"Strong results that have made a meaningful impact on the business's success. Quantify this! Don't just give percentages, give numbers and revenue figures."

Barry Adams
Founder, Polemic Digital

"Don't bamboozle with technical terms and endless graphs. Most projects can be boiled down to a relatable challenge and clear path to action without the need for buzz words/jargon."

Thomas J. Vosper
CO-Founder & CEO, Aisle 3

HOW TO ENTER

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Enter in 3 simple steps:

STEP ONE

Download the Entry Form from the relevant Award websites.

STEP TWO

Complete entry form with relevant information, and provide supporting documentation (word or PDF document under 2MB).

STEP THREE

Register via our online entry portal, where you will complete your company profile and then upload your completed documentation and make payment where relevant.

Remember you can enter one or multiple categories using the same project, or enter one category with multiple projects. All we ask is that you complete a separate form for each entry and tailor your responses according to the criteria, copy and paste will not do!

All entries must not exceed 1000 words. The word count does not include the company information at the start of the form or the questions already within the form.

If you have any concerns about which award category or categories best suits your work or team, Contact our Award Entry Gurus who will guide you to making the right choices.

Call: +44 (0)1706 828855

Email: awards@dontpanicprojects.com

TWELVE STEPS TO SUCCESSFUL AWARD WRITING

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1. FOLLOW THE ENTRY INSTRUCTIONS

Instructions on How to Enter can be found on the Entry Form which is free to download and the Awards website, alongside terms and conditions. Note the format, word count and deadline for entry – Judges don't take kindly to entries that are not presented correctly, exceed the word count or arrive late!

2. CATEGORY CHOICE

Firstly, you are not restricted to entering one category, if your campaign fits into multiple then enter as many as you wish, but ensure you tailor each entry according to the criteria. If you are not sure where your work best fits, call us. Our team of experts will guide you, after all you won't have a chance of winning if you enter the wrong category.

3. CRITERIA IS KEY

Answer all the questions for your category and make sure you cover the judging criteria. Judges can only mark you on the information you provide and with a strict word count you need to adhere to the criteria at all times.

4. PLAN & TAKE TIME

Award winning entries are crafted for perfection. Gather your team and work together to ensure your entry is packed full of information and word perfect.

5. STICK WITHIN THE WORDS

We cannot stress this enough, every single word counts – do not waffle, stray or bamboozle. Judges are experts who know your industry, they like clear, concise entries and love infographics that effectively demonstrate points. Entries who go over the word limit may be marked down or worse, disqualified.

6. RESULTS AND OBJECTIVES

Always link results to your objectives. If there is one thing Judges hate it is outcomes that bear no relation to initial objectives.

7. EVIDENCE, EVIDENCE, EVIDENCE

Judges love quantified results and proof of your achievements. Facts and figures, testimonials, pictures and graphs. Make your supporting documentation really matter.

8. BE PASSIONATE

For your work to be an award winner you have to get the judges attention. Your work is outstanding so tell its story, be passionate, be proud. Your stats will back up your words.

9. MIND YOUR LANGUAGE

Be clear, be concise, be honest. Avoid jargon, never copy and paste and don't bluff! When it is complete get someone to proof your entry to ensure it reads well and is free of typos.

10. SUPPORTING DOCUMENTATION

Choose a selection of documents and URLs that provide context, process and results. Use either Word, PDF or JPEG format and each must be below 2MB. For video submission use an online platform such as Youtube or Vimeo and provide the link in the URL section of the entry form.

11. COLLABORATIVE APPROVAL

If you are submitting work on behalf of a client or collaboration make sure they are happy for you to enter. It would be devastating if you spent days putting together an entry that you cannot submit or that you have to withdraw at the last minute.

12. PICTURE PERFECT

Attach a logo to your entry form. The logo will be used in the Awards presentation on the night, on social media and in future marketing undertaken. Ensure this represents your organisation and any clients you are working with – this is future advertising for your achievements.

JUDGING & CONFIDENTIALITY

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CONFIDENTIALITY

Don't Panic Awards pride ourselves on their ethical and transparent process and confidentiality is taken extremely seriously.

All judging discussions are confidential, and material will not be shared with anyone outside of the judging panel before or after the ceremony.

Judging papers will not be shared with any third parties and will be deleted immediately after the judging period.

Judges can only access categories/entries they have been asked to score.

Permission to use any material for winning case studies post-event will be sought from entrants.

TERMS & CONDITIONS OF JUDGING

The judges' decision is final, and no correspondence or discussion will be entered into or feedback given regarding the selection of shortlisted nominations or winners.

Shortlisted entrants will be contacted by email (on the address provided in the application) on the shortlist announcement date.

In the interest of transparency, judges are ineligible to enter.

Judges will not allow personal relationships or experiences to influence judging marks or decisions and their judging will be impartial and based on the standard of entry, campaign, organisation or product.

Judges will declare any perceived conflict of interest to the event organisers ahead of reading any entries.

All judging discussions are confidential and will not be shared or discussed with anyone outside of the judging panel ahead of the ceremony or thereafter.

Judges will not share confidential material, judging papers or entries with anyone.

Judges will securely delete all judging materials immediately after the judging period or give materials to the Don't Panic team who will manage this.

Judges can only access entries that they have been provided to score.

Judges will not notify anyone that they have won or that they are shortlisted ahead of the official announcements.

Should a judge break the rules of conduct and the code is not adhered to, they will be asked to leave the panel and not invited to judge any future awards.

ENTRY TERMS & CONDITIONS

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TERMS & CONDITIONS OF ENTRY

The entry deadline and pricing you can find on each Awards website.

Please ensure you read the criteria for the awards you are entering. Remember to use evidence such as quotes, figures, statistics and include as much information as possible.

All completed and returned entries will be acknowledged online at the time of submission after payment has been made.

The organisers do not accept any responsibility for loss or damage of any entry.

The judges' decision is final, and no correspondence or discussion will be entered into or feedback given regarding the selection of shortlisted nominations or winners.

We reserve the right to shorten entry titles for the purpose of the awards brochure and winners' trophies. Please try and keep your entry title concise and to the point, and following the entry format stated

We will not publish your entries without first seeking approval, winners are sometimes asked following the awards if they are willing to allow their entries to be made public for future marketing and promotion.

Don't Panic reserve the right to extend the deadline, amend categories or not award categories should the standard of entries received not reach the required standard.

Full payment for award entries is required by the date and time of the entry deadline.

Should payment not be received by this time, it could result in your entry being removed and not judged.

To withdraw an entry please e-mail awards@dontpanicprojects.com.

FURTHER INFORMATION

Call The Awards Team on
+44 1706 828855 or email
awards@dontpanicprojects.com

[@dontpanicevents](https://www.instagram.com/dontpanicevents)