

Awards Entry Guidelines

The Innovation Awards celebrate organisations, teams and individuals driving innovation, transformation, leadership and tangible outcomes across the technology channel.

Judges are looking for entries that clearly demonstrate measurable impact, industry relevance and meaningful outcomes for partners/or customers, and the broader ecosystem.

Top Tips for a Strong Submission

Demonstrate measurable outcomes

Clearly outline the results achieved and the impact delivered through your initiative, program, solution, leadership, or innovation.

Where possible, support your submission with:

- Revenue or growth metrics
- Partner/or customer outcomes
- Adoption rates
- Operational efficiencies
- Engagement results
- Business transformation outcomes

Judges value evidence-based submissions with clear and measurable achievements.

Showcase innovation and differentiation

Explain what makes your entry unique and how it stands apart within the market.

This may include:

- New approaches or technologies
- Innovative business models
- Channel or ecosystem transformation
- Partner/or customer experience
- Operational or commercial innovation

Demonstrate how you created tangible value.

Highlight ecosystem and industry impact

Strong entries demonstrate broader influence beyond internal business success.

Judges want to understand:

- The significance of the impact delivered
- The value created for customers, partners or the community
- Contributions to the evolution of the channel or industry
- Leadership within the broader technology ecosystem

Support your submission with evidence

Use concrete examples, facts and figures to demonstrate how your entry meets the award criteria.

Helpful supporting material may include:

- Case studies
- Testimonials
- Customer or partner examples
- Performance data
- Before-and-after comparisons
- Independent validation or recognition

The strongest submissions combine compelling storytelling with measurable proof points.

Top Tips for a Strong Submission

Keep your submission focused and relevant

Be concise, structured, and aligned to the category criteria.

Focus on the achievements, outcomes, and differentiators most relevant to the category. Clear and well-organised submissions are easier for judges to assess effectively.

Invest time in crafting your entry

High-quality submissions are thoughtful, evidence-based and strategically written.

Avoid leaving your nomination to the last minute.

Take the time to:

- Gather supporting evidence
- Refine your messaging
- Align your responses to the judging criteria
- Build a clear and compelling narrative

Make your submission memorable

Judges review a large number of entries across multiple categories.

The submissions that stand out are those that clearly demonstrate:

- Leadership
- Innovation
- Strategic impact
- Authenticity
- Measurable success

Tell a strong story, support it with evidence, and clearly articulate why your entry deserves recognition.

Things to Avoid

Avoid vague or generic claims

Do not rely on statements such as:

- “We are market leaders”
- “Our innovative program”
- “We provide best-in-class solutions”

Without supporting evidence, these carry little weight.

Avoid marketing or product-heavy language

This is not a promotional exercise.

Avoid:

- Product brochures or feature lists
- Sales messaging without outcomes
- Technical descriptions without impact

Focus instead on results and real-world value.

Avoid unsupported assertions

Every claim should be backed by evidence.

Avoid:

- Anecdotal statements without data
- Claims without measurable outcomes
- Unverified or unreferenced achievements

Avoid overly long or unfocused submissions

Longer entries are not stronger entries.

Avoid:

- Repetition
- Irrelevant background information
- Unstructured or unclear narratives

Clarity and focus are key.

Avoid ignoring the category criteria/questions

Submissions that do not clearly address the category criteria and questions are disadvantaged. Ensure every response is aligned to:

- Impact
- Ecosystem value
- Evidence and outcomes
- Supporting facts and testimonials