

LONDON HILTON ON PARK LANE THURSDAY MARCH 15

mobile news 2012 AWARDS

ENTRY FORM

DEADLINE FEBRUARY 8, 2012

"Win one of these awards and it gets noticed"

Keith Curran,
Steadings Group

"The most important awards you can receive in the mobile industry"

John Barton,
Bluechipworld

"A benchmark for excellence, innovation and talent in the mobile industry"

Mark Ashdown,
CognateHSC

"The ultimate award you can win in the mobile industry"

Crispin Thomas,
TMTI

"This Award means everything to me and the whole dream"

Lorin White,
Total Communications

"Inspirational and motivational"

Andy Tow,
Avenir

mobile news 2012 AWARDS

ENTER NOW FOR THE INDUSTRY'S MOST COVETED AWARD

Heading for its 18th year the Mobile News Awards continues to acknowledge the best products, innovations, services and companies in the UK mobile communications industry.

As in previous years, a heavyweight judging panel of independent mobile comms industry experts will evaluate your organisation's entry and decide the results.

But to collect the industry's most coveted accolade in front of the industry's top players you **MUST** be in to win.

Remember, even if you don't win a Mobile News Award there is always the possibility of winning a Commended Certificate. These will also be publicised in the Book of the Night and in Mobile News thus giving you a great chance to add a powerful punch to your 2012 marketing, advertising and PR activities.

Complete the form overleaf. Or download an entry form from:

www.mobilenewsawards.co.uk

Be sure to complete your entry before February 8.

The results of the 2012 Mobile News Awards will be announced at a glittering gala black tie dinner at The London Hilton on Park Lane on Thursday, March 15.

All table, sponsorship and entry enquiries:

Tel: 020 7324 3500

Email: awards@mobilenewscwp.co.uk

Mobile News Awards
Clark White Publications Ltd
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70-74 City Road
London
EC1Y 2BJ

Tel: 020 7324 3500

Fax: 020 7253 6608

Twitter: @MN_Awards



mobile news 2012 AWARDS

MANUFACTURER

Manufacturer demonstrating best performance, range, innovation, marketing and partner support in UK

JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Breadth of devices portfolio
4. Services and software initiatives
5. Brand and marketing activity
6. Channel reach, support and activity
7. Pricing, availability and delivery
8. Innovation
9. Reliability and after-sales support
10. Accreditations and testimonials

INNOVATIVE HANDSET

The handset that has both supported and moved the industry forward

JUDGING CRITERIA:

1. Commercial success
2. Marketing initiatives
3. Design and functionality
4. Hardware and software innovation
5. End-user benefits
6. Operator benefits
7. Channel activity and support
8. Pricing, availability and delivery
9. Customer service and support
10. Case studies and testimonials

INNOVATIVE PRODUCT

A device that has moved the industry forward

JUDGING CRITERIA:

1. Commercial success
2. Marketing initiatives
3. Design and functionality
4. Hardware and software innovation
5. End-user benefits
6. Operator benefits
7. Channel activity and support
8. Pricing, availability and delivery
9. Customer service and support
10. Case studies and testimonials

NETWORK OPERATOR

Network operator demonstrating best performance, range, innovation, marketing and partner support in UK

JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Breadth of portfolio and extent of market reach
4. Infrastructure and IT performance
5. Brand and marketing initiatives
6. Direct and indirect sales activity and support
7. MVNO/wholesale and M2M activity
8. Innovation beyond mobile
9. Mystery Caller scores
10. Accreditations and testimonials

MVNO

MVNO showing best service to niche market in UK

JUDGING CRITERIA:

1. Commercial performance
2. Pricing initiatives
3. Marketing activity
4. Channel support
5. Market focus and reach
6. Network integration
7. Customer service
8. Technical innovation
9. After-sales support
10. Accreditations and testimonials

INNOVATIVE SERVICE

A service or solution package that has moved the industry forward

JUDGING CRITERIA:

1. Commercial success
2. Marketing initiatives
3. Design and functionality
4. Software innovation
5. End-user benefits
6. Operator benefits
7. Channel activity and support
8. Pricing, availability and delivery
9. Customer service and support
10. Case studies and testimonials

VERTICAL MARKET SOLUTION

Dealer, reseller or network operator demonstrating best deployment of bespoke communications solution for specific any-size business vertical market sector, considering all of its individual requirements

JUDGING CRITERIA:

1. Detailed case study of installation
2. Demonstration of highly-tailored solution
3. Detailed consideration of user profile and requirements
4. Heavy integration of hardware, software and communications standards
5. Uplift in user efficiencies
6. Uplift in user profits
7. Business uplift for supplier and partners
8. Customer training, service and support
9. Pricing, marketing and sales initiatives
10. Accreditations and testimonials

HARDWARE DISTRIBUTOR

Hardware distributor demonstrating best in supply-chain logistics and fulfilment in UK

JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Mobile devices portfolio and supplier contracts

4. Market reach and customer contracts
5. Cross-channel stock and supply
6. Logistics capability
7. Value-added services
8. Marketing initiatives
9. Customer service and support
10. Accreditations and testimonials

AIRTIME DISTRIBUTOR

Airtime distributor adding most value to UK operators and dealers

JUDGING CRITERIA:

1. Key Performance Indicators
2. Turnover and profitability growth
3. ARPU, churn, data penetration
4. Unified comms
5. Customer service and support
6. Product and services portfolio
7. Value-added services
8. Supply-chain innovation
9. Marketing initiatives
10. Accreditations and testimonials

ACCESSORIES DISTRIBUTOR

Distributor offering suppliers and customers a wide range of accessories

JUDGING CRITERIA:

1. Key Performance Indicators
2. Versatility of portfolio
3. Speed to market
4. Supply chain innovation
5. Ability to spot new niches
6. Value-added partnerships
7. Benefits for sales partners
8. Customer service and support
9. Marketing initiatives
10. Accreditations and testimonials

LARGE RETAILER

Best high street retailer, judged on statistics from Mobile News Mystery Shop. No entry required

ONLINE RETAILER

Web retailer with best sales performance and customer satisfaction

JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Product and services portfolio
4. Website functionality and performance
5. Marketing initiatives
6. Online billing
7. Staff training and initiatives
8. Customer service and after-sales support
9. Customer research and feedback
10. Accreditations and testimonials

B2B DEALER

Dealer demonstrating fullest portfolio and customer service within local business community

JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. ARPU, churn and data penetration
4. Product and services portfolio
5. Unified comms activity
6. Marketing initiatives
7. Customer service and after-sales support
8. Community engagement
9. Staff training and initiatives
10. Accreditations and testimonials

BUSINESS SOLUTIONS PROVIDER

Reseller or service provider businesses demonstrating best success at selling converged solutions to medium and large businesses

JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Product and services portfolio
4. Unified comms activity and marketing
6. Case studies of UC deployments
7. Staff and customer training
8. Innovation in training, marketing and sales
9. Supplier and partner accreditations
10. Customer testimonials

SERVICE AND REPAIR

Logistics firm with best performance and achievements in product service and repair

JUDGING CRITERIA:

1. Commercial performance
2. Turnover and profitability growth
3. Regeneration and 'green' credentials
4. Parts availability and turnaround
5. Job tracking
6. Customer service and support
7. Staff training and care
8. Commitment to R&D
9. Partner accreditations
10. Customer testimonials

CUSTOMER SERVICE

For customer-facing business demonstrating highest regard for customer service and satisfaction

JUDGING CRITERIA:

1. Key Performance Indicators
2. Customer research and feedback
3. Customer retention
4. Policies and guidelines
5. Processes
6. Innovation
7. Service and support
8. Staff initiatives and training
9. Case studies
10. Customer and partner testimonials

COMMUNITY AND SOCIAL ENTERPRISE

How organisations have helped communities/charities etc with mobile services, equipment and technology.

JUDGING CRITERIA:

1. Responsible business activity
2. Direct benefits to community
3. Company and staff initiatives
4. Community support projects
5. PR benefits
6. Demonstrate end-user benefits
7. Employee involvement
9. Awards/Recognitions
10. Testimonials

INDUSTRY PERSONALITY

Voted for by guests on the night of the Mobile News Awards

INDUSTRY ADVANCE

Organisation, product or service that has most developed the UK sales channel, judged by Mobile News' editorial team

ENTRY FORM

ENTRY PROCEDURE

- 1 In no more than 500 words, tell us why your organisation/product/service is worthy of a Mobile News Award. Assume judges know nothing about your company. Include all relevant information using the category judging criteria as a guide.
- 2 Enclose supporting documentation and materials in no more than a single A4 box file (e.g. press cuttings, videos, customer testimonials, financial reports, and sample products).
- 3 If entering a hardware and product category include a sample. Handsets should be supplied with a manual, charger and SIM card.
- 4 Complete form below and include it with your entry.
- 5 Send your entry to: The Mobile News Awards, CWP Ltd, 3rd Floor, 70-74 City Road, London EC1Y 2BJ to reach us by February 8, 2012

YOUR DETAILS

Name	<input type="text"/>		
Company	<input type="text"/>	Job Title	<input type="text"/>
Address	<input type="text"/>		
	<input type="text"/>	Postcode	<input type="text"/>
Telephone	<input type="text"/>	Switchboard	<input type="text"/>
Email	<input type="text"/>		

CATEGORY ENTERED (USE SEPARATE FORMS FOR MULTIPLE ENTRIES)

PAYMENT INFORMATION (£95 plus VAT per entry (£114 inclusive of VAT @ 20%))

Cheque - I enclose a cheque (made payable to Mobile News Awards) for £

Please charge my Visa Mastercard Switch for £

Card number /

Card expiry date / Switch Issue no.

Security code (last 3 digits on the reverse strip of the card)

Signature of cardholder Date DAY / MONTH / YEAR

Signature of booking contact

Date DAY / MONTH / YEAR

If your organisation wins an Award, who will collect it on the evening of the Event?

GENERAL ENTRY RULES AND INFORMATION

1 The Mobile News Awards are open to companies and individuals who work within the mobile communications and related industries. 2 A £114.00 inc VAT entry fee is charged per category entered. The charge is purely to cover administration costs. Please make cheques payable to: 'The Mobile News Awards'. 3 Each submitted entry should include the following: Completed entry form/Appropriate entry fee/Supporting material. 4 For each entry please complete the entry form or a photocopy and pay the appropriate fee. 5 Supporting material must be no more than can be contained in a single box file. All material must be clearly labelled and in the case of press cuttings, must be A4 size. Only one set of supporting material is allowed per award entry. 6 Any figures shown in supporting material are subject to verification. 7 All entries supporting material will remain strictly confidential to the judges. 8 Entries must relate to the period between January 1, 2011 and December 31, 2011. 9 Entries will not be returned unless requested in writing. 10 Companies or individuals may submit entries on behalf of themselves or others and may enter any number of categories. 11 All entries should be typed or printed and kept to the size indicated. Hand written entries are acceptable if presented in block capitals, entries deemed to be not presented in a professional manner will be excluded from the judging. 12 Independent judges will be selected to give a professional and wide-ranging level of expertise. The identities of judges will be published in Mobile News following the Event. 13 Judges may move entries between categories entered if deemed unsuitable for the category entered. 14 Awards will be made solely at the discretion of the judges and their decision is final. 15 Mobile News reserves the right to publish descriptions of the entries from all finalists in connection with the Awards. Entrants may however mark sensitive parts of their entries 'not for publication' provided such restrictions are not used unreasonably. 16 Mobile News reserves the right to retain entries for subsequent publication in connection with the Awards. 17 The closing date for entries is February 8 2012.