



ACCELERATING PERFORMANCE



CALL FOR AWARDS

18-20 MAY, MADRID #DES2021
WWW.DES-MADRID.COM

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Below you will find all the information to consider your participation at DES2021 | Digital Enterprise Show 'Call for Awards'.

01. PURPOSE OF THE EUROPEAN DIGITAL MINDSET AWARDS

Technology is changing every business model that exists. However, strategy, leadership and customer experience focus has come first, as key elements to succeed in Digital Transformation of any organization.

The **European Digital Mindset Awards** are set to recognize the most innovative projects, leadership and digital transformation cases that present a disruptive and innovative approach to IT Management, new digital business models, experience management along with a social and responsible business approach.

02. EUROPEAN DIGITAL MINDSET AWARDS CATEGORIES

The proposals that will be considered to participate in the Awards must be in the framework of the following categories:

- § BEST DIGITAL LEADER
- § BEST DIGITAL TRANSFORMATION ENTERPRISE
- § BEST JOURNALISTIC WORK ON DIGITAL BUSINESS TRANSFORMATION
- § BEST MARKETING CAMPAIGN
- § BEST DIGITAL START-UP / SCALE-UP
- § BEST DIGITAL ACCELERATOR, PUBLIC SECTOR
- § BEST DIGITAL SKILLS FACILITATOR

BEST DIGITAL LEADER

Best President or CEO who outreach results thanks to a well-executed digital business transformation.

BEST DIGITAL TRANSFORMATION ENTERPRISE

Best company accelerating performance and achieve outstanding results based on digital transformation models.

BEST JOURNALISTIC WORK ON DIGITAL BUSINESS TRANSFORMATION

Best journalistic stating the extraordinary impact of the Digital Transformation to society, a specific industry or company.

BEST MARKETING CAMPAIGN

Best marketing campaign based on the optimal mix of digital channels to maximize impact and results.

BEST DIGITAL START-UP / SCALE-UP

Best Start-up/scale-up company contributing to accelerate profits (economic, social and/or environmental) within any industry.

BEST DIGITAL ACCELERATOR, PUBLIC SECTOR

Best Digital Accelerator of the Public Sector being able to respond to challenges with digital transformational execution.

BEST DIGITAL SKILLS FACILITATOR

Best Academy offering tools and necessary education to assure talent to drive digital business transformation.

03. AWARDS ORGANIZER

The European Digital Mindset Awards is organized and owned by DES | Digital Enterprise Show as part of the Madrid Digital Enterprise World Capital program.

04. WHO CAN PARTICIPATE?

The European Digital Mindset Awards are aimed at all companies, universities, vendors, executives, business schools, scholars, researchers, analysts, journalists, start-ups, scale-ups, accelerators, science and tech parks, innovation centers, etc. from all over the world.

All organizations which are identified with this aim are cordially invited to submit their proposals to the DES2021 | Digital Enterprise Show Evaluation Committee.

05. RESTRICTIONS

There are no restrictions in terms of numbers of entries to be submitted at DES2021 'Call for Awards'. DES believes that all organizations should face their Digital Transformation in all possible ways and be ready the global digital economy.

However please note that entries must not contain any threatening, abusive, defamatory or false content if so, the organizer has the absolute right to remove the entry without any notice to the author.

06. PROPOSAL APPLICATION

Only proposals made through DES website will be accepted. The submission implies the acceptance of the terms and conditions included in this online form. Organiser recommends the perusal of each item of the terms & conditions.

The proposal submission for the European Digital Mindset Awards must be done through the available online form: <https://www.des-madrid.com/network-activities/european-digital-mindset-awards/>

The form and all complementary information will have to be filled out entirely in English (*proposals in any other languages will be rejected).

No additional documents to the online form will be accepted unless required by the organiser. The organization reserves the right to ask for any clarification or additional information about the submitted entries.

07. SUBMISSIONS DEADLINE

'Call for Awards' will be open until **12 April 2021, 23:59:59 CET**.

DES 'Call for Awards' could be extended if necessary, at the discretion of the Organiser.

08. EVALUATION CRITERIA

All submitted proposals will be evaluated by DES | Digital Enterprise Show 'Evaluation Committee' in terms of the impact achieved within the frame of:

- Innovation
- Leadership
- Disruption
- Strategy
- Execution



09. EVALUATION PROCESS

The evaluation process is divided in two phases:

PHASE 1:

Regulation compliance and pre-selection: The Evaluation Committee will conduct the first evaluation to check whether the entries comply with the requirements and conditions defined selection criteria. A pre-selection of 3 pre-award candidates per category will be made. Pre-selected candidates will be informed by email (according to item 10. Pre-Selection Communication).

The organiser will then be able to request additional information if needed in order to complete the information submitted in the entry.

Proposals may exceptionally be subject to a change of category according to the observations of the Evaluation Committee. The candidate will be informed in due time.

PHASE 2:

Winners selection: The Evaluation Committee will assess the projects, selecting each DES2021 award category winner.

The Evaluation Committee members and the winners will be announced during the European Digital Mindset Awards Gala Dinner Ceremony to be held on May 19th, 2021 in a location to be selected by the Organiser.

The Steering Committee decision is final and private and not subject to any queries or public investigations. Any of the DES2021 Awards categories may be declared void by the Evaluation Committee.

10. PRE-SELECTION COMMUNICATION

Pre-selected Awards finalists candidates will be notified from **3 May 2021** onwards to the main email address specified in the registration form.

11. PRIZES

The European Digital Mindset Awards will grant the finalists with the following prizes:

- A double invitation to attend the Awards Gala Dinner for all the finalists of each category.
- A trophy recognition of the awarded category.
- Media recognition and dissemination of the award to all DES | Digital Enterprise Show channels and Media Partners.

12. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The participant is responsible for the authorship of the submitted proposal; he/she/the organization is the owner of the intellectual and, where applicable, industrial property rights thereof.

The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility with regards to third parties: The Organization is free of any liability.

Should the proposal be short-listed, the participant authorizes the Organization to disseminate, reproduce and publish the proposal in any format and using any medium to publicize the European Digital Mindset Awards.

13. DATA PROTECTION

Digital Enterprise Show (DES) undertakes to maintain the confidentiality of the proposals received and the companies or authors and only will share them with the Steering Committee members for deliberation purposes.

Once one proposal has been selected, DES organization may consider publishing any details such as author, company/organization, title, brief, abstract, website, and/or topic, in those channels and means that DES uses for its promotion.

For the purposes of the provisions in current legislation on data protection (Regulation EU 2016/679 of the European Parliament and of the Council of 27 April 2016 -GDPR-), we inform you that Digital Enterprise Show will process all your data in accordance with the provisions of its [Privacy Policy](#), where you could be able to exercise the rights that this norm confers.

14. QUERIES AND SUGGESTIONS

If you have any question, doubt or suggestion regarding this 'Call for Awards' or DES | Digital Business World Congress, please contact us at:

- Phone: +34 934 923 803
- Contact: congress.des@barter.es

If you are also interested in exhibiting or partnership options to maximize your company's profile at Digital Enterprise Show | Digital Business World Congress please contact us at:

- Phone: +34 917 942 830
- Contact: exhibit@des-madrid.com

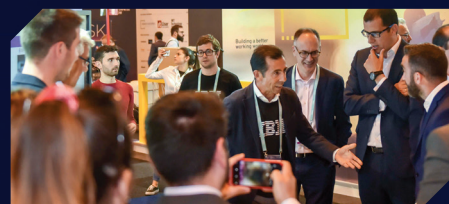
Entering 'DES2021 Call for Awards' implies full acceptance of its Terms & Conditions.



BUSINESS OPPORTUNITIES



KNOWLEDGE & INSPIRATION



NETWORK

- BARCELONA spain@nebext.com
- BOLOGNA italy@nebext.com
- BRUSSELS belgium@nebext.com
- DELHI india@nebext.com
- FRANKFURT germany@nebext.com

- LISBON portugal@nebext.com
- MADRID info@nebext.com
- MEXICO CITY mexico@nebext.com
- MOSCOW russia@nebext.com
- SAO PAULO brazil@nebext.com

- SHANGHAI china@nebext.com
- SILICON VALLEY usa@nebext.com
- TEL AVIV israel@nebext.com
- TORONTO canada@nebext.com
- WARSAW poland@nebext.com



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