



2019 ENTRY KIT

Last Chance Deadline: January 25, 2019

The Digiday WorkLife Awards Europe

The **Digiday WorkLife Awards Europe** recognize European media and marketing's top employers as well as the values that make them unique. While this is a new program, taking home a neon trophy will put you in the same category as U.S. Worklife Awards winners like:

FiveFifty



BRIT+CO

.dash



Carmichael
Lynch



DEADLINES & ENTRY FEES

Early Deadline: December 14, 2018 - £175 per entry

Regular Deadline: January 4, 2019 - £250 per entry

Final Deadline: January 25, 2019 - £350 per entry

Receive £50 off each entry when you submit 3+

Categories

Culture Categories

Most Innovative Culture

Recognizing the employers whose culture best fosters unique, original and successful thinking demonstrated by tangible results.

Most Committed to the Community/Social Good

Awarded to the employer who shows the greatest level of commitment to contributing social good and giving back to their community through extracurricular programs and partnerships.

Most Dedicated to Employee Growth

Recognizing the employer who has shown the strongest commitment to the professional growth of individuals through training, education and enrichment.

Most Committed to Diversity and Inclusion

Awarding the employer showing the strongest commitment and dedication to embracing diversity and inclusion.

Most Collaborative Culture

Recognizing the company culture that most facilitates cooperation and joint efforts among teams to achieve a common goal.

Best Onboarding Process

Recognizing the employer with the most effective on-boarding process in order to successfully and seamlessly integrate new hires into the company.

Campaign Categories

Best Employee Appreciation Initiative

Recognizing the best employee appreciation initiative as measured by originality, magnitude and employee satisfaction.

Best Employee Engagement Initiative

Recognizing the initiative that best engages employees in their work as measured by productivity, work satisfaction and performance.

Best Employee Empowerment Initiative

Recognizing the initiative that's been most successful in providing non-senior level employees a voice within their company.

Best HR Management System

Recognizing the best and most robust HR management system that provides the technology needed to save time, resources and amp up productivity.

Best Recruiting Platform

Honoring the best recruiting technology that helps employers source better talent, boost referrals and automates the entire process from sourcing to hiring candidates.

Individual/Team Categories

Executive Team of the Year

Recognizes the executive team who has shown leadership and a commitment to building a strong company culture.

HR Leader of the Year

Recognizes the HR Executive who has excelled at creating a strong company culture and work environment.

Grand Prix Categories

Employer of the Year

Awarded to the company that has cumulatively shown a high level of commitment to innovative culture, social good, commitment to employee growth, work/life integration and diversity.

Top Boss

Honoring an outstanding boss at a media agency, company or technology provider who demonstrates vision, expertise in the changing media landscape, mentors his/her employees and actively contributes to a positive agency culture.

Entry Questions

Supporting Materials

Supporting materials are the same across all categories. While not all are required, they do enhance the overall quality of your entry and support your submission.

- **Company Logo** -File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both.
- **Photos** - You may include up to three images that support your submission. There are no file format restrictions.
- **URLs** - You may include up to two URLs. This can be your company website, video links, etc.
- **Sizzle Reel** - We highly suggest including a video to support your submission. Must be no longer than two minutes in length. No file format restrictions apply.

Culture Categories

- **Company Culture** - Describe your company culture. [175 words]
- Describe why this value (the selected category) is an important part of your company culture and business [175 words]
- Outline any programs that help promote this value within the company's culture [175 words]
- **Examples** - Provide examples of how your company demonstrates the presence of this value [175 words]
- **Emoji** - How would you describe your company culture in an emoji?

Campaign Categories

Platform categories must be entered from a case-study perspective that demonstrates how X client used the platform to do Y.

- **Initiative** - Provide an overall description of what the campaign/initiative was [175 words]
- **Goals** - Please describe what the campaign or platform hoped to achieve [175 words]
- **Results** - Please describe the overall results (including KPIs, examples, etc.) [175 words]

Individual/Team Categories

- **Company Culture** - Please describe how this leader/team has helped build a strong company culture [175 words]
- **Values**- What are some of the values that this leader/team has instilled in the company? [175 words]
- **Examples** - Please provide examples of the individual/team's work or programs/initiatives your company has executed in order to instill cultural values [175 words]
- **Other** - Is there anything else you would like to add about this leader or team? [175 words]

Grand Prix Categories

- **Company Culture** - Please describe how this leader/team has helped build a strong company culture [175 words]
- **Values**- What are some of the values that this leader/team has instilled in the company? [175 words]
- **Examples** - Please provide examples of the individual/team's work or programs/initiatives your company has executed in order to instill cultural values [175 words]
- **Other** - Is there anything else you would like to add about this leader or team? [175 words]

FAQ

We know you have questions. In this FAQ, we will answer the most common questions we receive. If your question is not answered here, please just send us an email at awards@digiday.com and we will respond as soon as we can.

How do I start my submission?

Begin by creating an account with our Digiday Awards Submission platform. If you do not already have an account, you may register using this link: <https://trib.al/lbQSnRw>

Am I eligible to enter this program?

For campaign categories, the entry must be relevant to December 2017-December 2018.

How do I increase my chances of winning an award?

Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.). Please note: No data will be made public as entries are viewed only by the jury panel who will sign an NDA.

Can I submit the same campaign in multiple categories and awards programs?

Yes. You may check the additional categories you would like to submit to when beginning an entry. There is no need to re-enter all of the campaign details, if the category is in the same category grouping (ie: Strategy, Product, etc).

What if my company has a juror on the judges panel?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.

FAQ

What methods of payment are accepted?

The platform only accepts the following credit cards: Visa, MasterCard, American Express and Discover. If you need to use another form of payment, we must receive payment prior to the deadline date you are submitting for. Just send us an email at awards@digiday.com to arrange.

How do I know my entry was received?

After completing your entry through our system, you will receive an email confirmation that we have received your submission(s). If you do not receive confirmation within 24 hours, please email us at awards@digiday.com.

Can I make changes to my entry once it's been submitted?

Yes. You can contact us at awards@digiday.com if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

Can I withdraw my entry? Will I get a refund?

Digiday is not liable to issue refunds for the entry fee. If for some reason you need to remove the entry from the program, we can allow you to re-submit the campaign (or a different entry) to another awards program. Please contact us at awards@digiday.com for further details.

When and how will finalists be notified?

Finalists will be contacted via email regarding their entry, whether they have been selected for the shortlist or not. The shortlist will be announced approximately one week after judging closes. You can find the specific date in the confirmation email from your submission.

What do I receive if I win?

All winners will take home a signature neon "D" trophy from our awards gala. Further, the results of our awards programs are included in our daily coverage of media and marketing that reaches over one million users per month.



CONTACT

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