

2023 INAVATION AWARDS

POWERED BY INAVATE + ISE

The Inavation Awards Company of the Year judges are looking for businesses that have implemented creative and thoughtful initiatives with successful outcomes.

Judges will want to see strengths demonstrated in a wide range of areas that show that a company is run not just successfully and profitably but ethically and sustainably as well.

They are looking for companies that are brave and innovative and ones that develop products and/or services that meet customer needs, help to drive development, open new revenue streams and ones that are marketed and sold creatively and successfully.

With equal weight, they'll be looking for companies that look after and help develop their staff, operate sustainably and pay attention to social responsibilities.

To help you with your entry we've outlined some of these areas below. You don't have to limit yourselves to these areas, or address success in all of them, but they have been provided to demonstrate that judges want to get an holistic view of the company entered and are looking for broad successes rather than excellence in a specific area.

Company of the year

AV-as-a-Service

Demonstrate a recurring revenue model for selling software, products or services. Judges will be looking for imaginative ways in which companies have successfully monetised their offering with subscription-based payments. Particular attention will be paid to approaches that access a client's OPEX and benefit both the entrant's revenue, as well as their customers' businesses operations.

Client Support

Judges will be looking for evidence that companies have gone above and beyond in support for their clients. Initiatives could include training, assistance with sales and system design, predictive maintenance and system monitoring, accessible helpdesk support and a hands-on approach to troubleshooting.

Marketing Campaign

When marketing technology-based products and services it is essential to convey complex functions in simple and effective ways. Judges will be looking for campaigns that effectively highlight USPs of new technology or a company's services with creative and engaging approaches.

New Companies

If you've recently started your company, judges will be interested in not just what the company offers, but the approach to getting it off the ground. From the idea that got you started, to rounding up investment, launching and staying in the market; we'd like to know the whole story.

Recruitment and Retention

Every good enterprise knows that success begins with staff and being a good employer will give a company an edge over its competition. What does your company do to attract, retain, reward and motivate its employees?

R&D

Research and development is the engine of any technology company. We are interested in how your company identifies future needs to develop products that push this industry forward. We want to know examples of creativity, innovation and disruption within your R&D strategy.

Sales Strategy

Good sales teams are supportive and thoughtful. How does your sales department pinpoint customers that will truly benefit from the technologies and services they are selling and advise them in ensuring successful outcomes?

Business Growth Award

We are looking for examples of sustainable and intelligent growth strategies. It can be organic, or by acquisition. You could detail expansion that is geographic, extends a product/service portfolio or grows turnover or profit.

Corporate Social Responsibility Award

Does your corporation have a conscience? Let us know how you are going beyond compliance and the law to help make the world a better place. For a successful entry, it's important we know the impact of schemes, initiatives and funds donated.

Sustainability

How are you considering sustainability? We are looking for product or system design that contributes to lowering energy consumption or waste as well as ways in which a company is ensuring it minimises its own environmental impact.

Enter Online at InavationAwards.com

DEADLINE: October 7, 2022

Company of the Year

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Entry Guidelines

The Company of the Year Award is simple to enter and open to any company working within the professional AV industry. The information below will help you to prepare your entry.

Head to the inavationawards.com site and select the category you wish to enter.

Entry is £300

The Company of the Year award concentrates primarily on activity within the last 12 months before submission deadline, so for 2022 our judges will be looking for outstanding examples of best practice between October 1, 2021 and October 1, 2022.

We will accept submissions based on projects, initiatives or endeavours that commenced prior to this period, provided that core achievements have taken place during the 12 months stipulated.

All entries must be submitted online.

The judges will be looking for a good story, well told, and backed up with solid metrics where applicable.

There is no limit to the length of your entry. However, please consider our judges' time and ensure you are concise, stick to facts and (most importantly) make sure your entry is easy to read and engaging.

Documents should be in PDF or Word doc format. PowerPoint files will not be accepted.

Supporting materials should be included within a single entry document and may include photographs, tables, graphs, documents containing statistics, testimonials, and media coverage. We encourage video however please provide a link to video hosted elsewhere rather than a video file. Any information submitted outside these guidelines will not be considered.

Ensure that your submission contains sufficient robust information. Please include relevant facts and figures where possible.

The contact details you provide in your entry form will be used throughout the awards process. If these details change after the form has been submitted, please send your new contact information by email to inavationawards@imlgroup.co.uk

Please also contact the Inavation Awards team by email if you have any general queries about our awards.

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Company of the Year