



**ENGAGE
AWARDS**

ENTRY KIT



**700 GUESTS • 40+ CATEGORIES
40 JUDGES • 30 WINNERS**

www.EngageAwards.com

INTRODUCTION

Thank you for downloading the Engage Awards Entry Kit! This kit provides everything that you need to know about entering the industry's only awards programme to celebrate excellence in customer, employee, sales and marketing engagement. From the full list of categories, to the judges' top tips, this kit should answer all of the questions that you have regarding your entries.

Don't miss out on your chance to recognise your team's efforts in creating exceptional engagement strategies. The Engage Awards celebrates human excellence and provides an opportunity to share your success stories relating to all aspects of engagement.

Whether you've implemented small changes that have created a big difference, or have made a complete overhaul to the way your organisation operates, celebrate your company's achievements at the 2026 Engage Awards. We hope to have you enter!

Katie Browne
Head of Events at Engage Business Media

KEY DATES

**21
JAN**

**OPEN FOR
ENTRIES**

**13
JUL**

**SUBMISSIONS
DEADLINE**

**14
SEP**

**FINALISTS
ANNOUNCED**

**10
NOV**

**AWARDS
CEREMONY**

BEST USE OF TRAINING

This Award will go to the organisation that can best demonstrate how it has used training to help make advances in the field of customer and/or employee engagement. The training strategy or programme implementation must be measurable, sustainable and have made a positive contribution to the performance and/or productivity of the organisation.

GREAT PLACE TO WORK

This Award will go to the organisation that has put an effective strategy in place that has helped to create a working environment with improved employee engagement and experience. The implementation of this strategy must show measurable results.

BEST USE OF INNOVATION IN CUSTOMER ENGAGEMENT

This Award will go to the organisation that can demonstrate how it has introduced innovation to make advances in the field of customer engagement. This innovation can take the form of new technology new working practices or anything else that has made a positive difference to the organisation and the way it operates.

BEST VULNERABLE CUSTOMER STRATEGY

This category recognises initiatives that prioritise inclusivity and tailored support for vulnerable customers through innovative approaches, proactive outreach, and impactful solutions. Judges seek measurable outcomes, sustainability, and a strong commitment to enhancing accessibility, trust, and the customer experience for those who need it most.

BEST USE OF TECHNOLOGY IN CUSTOMER ENGAGEMENT

This Award will go to the organisation that can best demonstrate how its use of technology has been instrumental in making advances in the field of customer engagement. The implementation of this technology must be measurable, sustainable and have contributed to the performance and/or profitability of the organisation.

BEST USE OF CUSTOMER INSIGHT

This Award will go to the organisation that best demonstrates an insight into the needs and behaviours of its customers. This demonstration of understanding will have attracted, retained and influenced customers to gain increased customer loyalty and satisfaction. Results will be measurable and will have had a positive contribution to the performance and/or profitability of the organisation.

BEST CUSTOMER SERVICE TEAM

For customer service teams who create excellent customer experiences via each channel that they operate within. Entries should include evidence of how the team work together to deliver the CX, evidence of a true customer centric culture and evidence of customer satisfaction results.

OVERALL CUSTOMER EXPERIENCE EXCELLENCE AWARD

This award celebrates those organisations that deliver exceptional end-to-end customer experiences. This category recognises outstanding commitment to customer satisfaction through innovative strategies, seamless interactions, and a holistic approach. Honoring those who consistently elevate the overall customer journey, setting the standard for excellence in customer engagement.

BEST CUSTOMER CENTRIC STRATEGY

This Award will go to the organisation that has successfully implemented a strategy that puts the customer at the heart of everything they do. The success of the strategy must be measurable and have made a positive contribution to the overall customer experience offering.

BEST USE OF AI IN CUSTOMER ENGAGEMENT

This category recognises innovative strategies that effectively uses AI technologies to enhance customer engagement and service. Judges look for the use of AI to personalise interactions, streamline processes, and improve customer experiences. Successful entries will demonstrate how AI has been implemented to drive measurable improvements in customer engagement and business outcomes.



ENTER NOW

BEST APPROACH TO CUSTOMER LOYALTY & RETENTION

This Award will recognise an organisation that has delivered a clear and effective approach to building long-term customer loyalty and improving retention. Entries should demonstrate how well-defined objectives were supported by innovative thinking and strong execution, resulting in measurable improvements in customer behaviour, engagement or lifetime value. Judges will be looking for evidence of a strategy that goes beyond short-term incentives, showing how insight, personalisation and consistent experiences have been used to strengthen customer relationships and drive sustained success.

BEST DIGITAL CUSTOMER EXPERIENCE

This Award will recognise an organisation that has delivered an outstanding digital customer experience across one or more channels. Entries should demonstrate how clear objectives, innovative use of digital tools or platforms, and strong execution have combined to improve how customers interact with the brand. Judges will be looking for measurable results that show a positive impact on engagement, satisfaction or ease of use, as well as evidence that the digital experience has been designed around genuine customer needs and expectations.

BEST END-TO-END CUSTOMER JOURNEY

This Award will recognise an organisation that has successfully designed and delivered a seamless end-to-end customer journey across multiple touchpoints. Entries should demonstrate how clear objectives, customer insight and innovative thinking have informed the journey design, supported by strong execution across teams, channels or systems. Judges will be looking for measurable results that show improvements in consistency, engagement or overall experience, as well as evidence that the journey delivers value for both the customer and the organisation.

EXCELLENCE IN IMPROVING CUSTOMER OUTCOMES

This Award will recognise an organisation that has delivered meaningful improvements in customer outcomes through a clearly defined engagement approach. Entries should demonstrate how objectives were set, supported by innovative ideas and delivered through effective execution to drive positive change for customers. Judges will be looking for measurable results that show tangible improvements in areas such as satisfaction, loyalty, resolution or value, alongside clear evidence that the approach has enhanced the overall customer experience in a sustainable way.

BEST CUSTOMER-LED TRANSFORMATION

This Award will recognise an organisation that has delivered a significant transformation driven by a deep understanding of customer needs and expectations, underpinned by a strong customer-centric culture. Entries should demonstrate how clear objectives, customer insight and innovative thinking have shaped change across strategy, processes or ways of working. Judges will be looking for strong execution supported by measurable results, showing how the transformation has led to improved customer outcomes, stronger engagement and a more effective overall customer experience.

BEST CUSTOMER ENGAGEMENT REDESIGN

This category recognises organisations that have successfully reimagined how they connect with customers. Whether driven by changing expectations, new technology, or business transformation, this award celebrates teams that have redesigned journeys, touchpoints or entire engagement strategies to deliver a more meaningful and effective customer experience. Judges will be looking for clear rationale, strong execution, and measurable impact on both customer outcomes and organisational performance.

BEST USE OF SOCIAL & COMMUNITY FOR CUSTOMER ENGAGEMENT

This Award will recognise an organisation that has effectively used social and/or community channels to strengthen customer engagement and build meaningful connections. Entries should demonstrate how clear objectives, innovative use of platforms or communities, and strong execution have driven measurable improvements in participation, interaction or advocacy. Judges will be looking for evidence that social and community activity is aligned to customer needs, supports ongoing relationships and delivers a positive impact on the wider customer experience.

BEST APPROACH TO CHANGE MANAGEMENT

This Award will recognise an organisation that has delivered an effective approach to managing change through clear communication, engagement and leadership. Entries should demonstrate how well-defined objectives, innovative change practices and strong execution have supported people through periods of transition. Judges will be looking for measurable results that show improvements in understanding, adoption or confidence, alongside evidence that the approach helped minimise disruption and enabled sustainable change.

EVERYDAY AI FOR CUSTOMERS & COLLEAGUES

This Award will recognise an organisation that has effectively embedded AI into everyday customer and employee experiences. Entries should demonstrate how clear objectives, responsible innovation and practical execution have enabled AI to support engagement, efficiency or decision-making. Judges will be looking for measurable results that show tangible benefits for customers and colleagues, alongside evidence that AI has been implemented in a transparent, ethical and user-focused way.



ENTER NOW

BEST USE OF TRAINING

This Award will go to the organisation that can best demonstrate how it has used training to help make advances in the field of customer and/or employee engagement. The training strategy or programme implementation must be measurable, sustainable and have made a positive contribution to the performance and/or productivity of the organisation.

GREAT PLACE TO WORK

This Award will go to the organisation that has put an effective strategy in place that has helped to create a working environment with improved employee engagement and experience. The implementation of this strategy must show measurable results.

BEST INTERNAL COMMUNICATIONS STRATEGY

This Award will go to the organisation that has introduced an effective, sustainable and successful Internal Communications strategy that has improved its understanding and insight of employee behaviour and needs, and has used that strategy to improve its employee experience offering. The implementation of the Internal Communications strategy must be measurable and have made a positive contribution to the overall employee experience offering.

BEST EMPLOYEE ENGAGEMENT TEAM

For employee engagement teams who create excellent employee experiences at every touchpoint. Entries should include evidence of how the team work together to deliver the employee experience, evidence of a thriving workplace culture and evidence of employee satisfaction results.

BEST USE OF INNOVATION IN EMPLOYEE ENGAGEMENT

This Award will go to the organisation that can demonstrate how it has introduced innovation to make advances in the field of employee engagement. This innovation can take the form of new technology new working practices or anything else that has made a positive difference to the organisation and the way it operates.

BEST EMPLOYEE ENGAGEMENT STRATEGY

This category recognises initiatives that unify every aspect of the employee experience to drive engagement, wellbeing, collaboration and development. Judges seek strategies that integrate motivation, satisfaction, and productivity through cohesive programmes, clear communication, and strong leadership. Successful entries will demonstrate how the strategy creates a unified, impactful employee journey that creates a supportive and high-performing work environment.

BEST DIVERSITY & INCLUSION STRATEGY

This Award will go to the organisation that has successfully implemented a strategy that has improved diversity, inclusion and belonging within their organisation. The success of this strategy must be measurable and have made a positive contribution to the overall employee experience.

BEST USE OF TECHNOLOGY IN EMPLOYEE ENGAGEMENT

This Award will go to the organisation that can best demonstrate how its use of technology has been instrumental in making advances in the field of employee engagement. The implementation of this technology must be measurable, sustainable and have contributed to the performance and/or profitability of the organisation.

BEST EMPLOYEE WELLBEING STRATEGY

This Award will go to the organisation that has implemented a strategy to support and improve the wellbeing of its employees' mental, financial and physical health. The implementation of the employee wellbeing strategy must be measurable and have made a positive contribution to the overall employee experience offering.

VISION & VALUES

This category celebrates organisations with a strong commitment to aligning employee beliefs with corporate ideals. We'll be recognising those who foster a sense of purpose, cohesion, and passion, driving collective success.

BEST COMPANY CULTURE OR WORKPLACE CULTURE INITIATIVE

This category celebrates those organisations harnessing collaboration, inclusivity, and employee wellbeing regardless of employees' physical location. We'll be recognising those organisations that prioritise and cultivate an exceptional workplace culture.

BEST REWARDS & RECOGNITION PROGRAMME

This Award will recognise an organisation that has delivered an effective rewards and recognition programme to drive engagement, motivation and performance. Entries should demonstrate how clear objectives were supported by innovative programme design and strong execution, resulting in measurable improvements in participation, morale or desired behaviours. Judges will be looking for evidence that the programme is inclusive, aligned to organisational values and delivers meaningful recognition, with clear results showing a positive and lasting impact.



ENTER NOW

BEST FLEXIBLE WORKING INITIATIVE

This Award will recognise an organisation that has successfully implemented a flexible working initiative to improve engagement, wellbeing and performance. Entries should demonstrate how clear objectives were supported by innovative thinking and practical execution, resulting in measurable benefits for employees and the organisation. Judges will be looking for evidence that the initiative is inclusive, sustainable and aligned to organisational needs, with clear results showing a positive impact on employee experience, productivity or retention.

BEST EMPLOYEE-LED TRANSFORMATION

This Award will recognise an organisation that has delivered a significant transformation driven by its people and underpinned by an employee-centric approach. Entries should demonstrate how clear objectives, employee insight and innovative thinking have shaped change across culture, ways of working or organisational practices. Judges will be looking for strong execution supported by measurable results, showing how empowering employees has led to improved engagement, performance and overall organisational effectiveness.

BEST EMPLOYEE EXPERIENCE FOR FRONTLINE OR HARD-TO-REACH EMPLOYEES

This Award will recognise an organisation that has successfully improved the employee experience for frontline or hard-to-reach employees. Entries should demonstrate how clear objectives, employee insight and innovative approaches have been used to engage employees who may not have regular access to digital tools or traditional communication channels. Judges will be looking for measurable improvements in engagement, inclusion or access to information, with clear evidence that the approach has made a meaningful difference to everyday employee experience.

BEST PERSONALISATION OF EMPLOYEE EXPERIENCE

This Award will recognise an organisation that has delivered a more personalised, employee-centric experience by tailoring engagement, communication, support or benefits to individual needs. Entries should demonstrate how data, insight or technology have been used innovatively and responsibly, supported by strong execution. Judges will be looking for measurable results that show improvements in engagement, satisfaction or retention, alongside evidence that personalisation has enhanced relevance and impact across the employee lifecycle.

BEST EMPLOYEE ENGAGEMENT REDESIGN

This Award will recognise an organisation that has successfully redesigned its employee engagement approach to better reflect how people work today. Entries should demonstrate how clear objectives, employee insight and innovative thinking have shaped the redesign, supported by effective execution. Judges will be looking for measurable results that show improvements in engagement, participation or sentiment, alongside evidence that the new approach is sustainable and aligned to organisational priorities.

BEST EXAMPLE OF TALENT MANAGEMENT & DEVELOPMENT

This Award will recognise an organisation that has delivered an effective approach to developing, retaining and progressing talent. Entries should demonstrate how clear objectives, innovative development practices and strong execution have supported employee growth and capability. Judges will be looking for measurable results that show improvements in skills, performance or career progression, alongside evidence that the approach supports long-term organisational success.

BEST EMPLOYEE LISTENING AND INSIGHT STRATEGY

This Award will go to the organisation that introduced an effective, sustainable and successful employee listening programme that improves its understanding and insight of its people and their working lives and has used that programme to improve its employee engagement offering. The implementation of the programme must be measurable and have made a positive contribution to the overall engagement levels of its employees.

BEST USE OF AI IN EMPLOYEE ENGAGEMENT

This category recognises innovative uses of AI to enhance employee engagement and improve employee experiences. Judges seek strategies that effectively integrate AI to personalise employee interactions, streamline communication, and support development. Successful entries will demonstrate how AI has been used to create a more engaging, efficient, and supportive work environment with measurable results.

BEST APPROACH TO CHANGE MANAGEMENT

This Award will recognise an organisation that has delivered an effective approach to managing change through clear communication, engagement and leadership. Entries should demonstrate how well-defined objectives, innovative change practices and strong execution have supported people through periods of transition. Judges will be looking for measurable results that show improvements in understanding, adoption or confidence, alongside evidence that the approach helped minimise disruption and enabled sustainable change.

EVERYDAY AI FOR CUSTOMERS & COLLEAGUES

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ENTER NOW

BEST USE OF TRAINING

This Award will go to the organisation that can best demonstrate how it has used training to help make advances in the field of customer and/or employee engagement. The training strategy or programme implementation must be measurable, sustainable and have made a positive contribution to the performance and/or productivity of the organisation.

GREAT PLACE TO WORK

This Award will go to the organisation that has put an effective strategy in place that has helped to create a working environment with improved employee engagement and experience. The implementation of this strategy must show measurable results.

BEST USE OF SOCIAL & COMMUNITY FOR CUSTOMER ENGAGEMENT

This Award will recognise an organisation that has effectively used social and/or community channels to strengthen customer engagement and build meaningful connections. Entries should demonstrate how clear objectives, innovative use of platforms or communities, and strong execution have driven measurable improvements in participation, interaction or advocacy. Judges will be looking for evidence that social and community activity is aligned to customer needs, supports ongoing relationships and delivers a positive impact on the wider customer experience.

MARKETING CAMPAIGN OF THE YEAR

This category recognises outstanding marketing campaigns that deliver exceptional results through creativity, strategy, and execution. Judges look for campaigns that effectively engage target audiences, drive measurable business outcomes, and showcase innovative use of channels and tactics. Successful entries will demonstrate how the campaign stands out in terms of impact, creativity, and success.

BEST USE OF LIVE, DIGITAL AND/OR HYBRID EVENTS MARKETING

Events marketing is a huge revenue source for organisations. This category recognises those organisations who are using events as part of their marketing strategy, whether that's internal or external events. Results must be measurable, sustainable and have contributed to the performance and/or profitability of the organisation.



ENTER NOW

BEST USE OF TRAINING

This Award will go to the organisation that can best demonstrate how it has used training to help make advances in the field of customer and/or employee engagement. The training strategy or programme implementation must be measurable, sustainable and have made a positive contribution to the performance and/or productivity of the organisation.

GREAT PLACE TO WORK

This Award will go to the organisation that has put an effective strategy in place that has helped to create a working environment with improved employee engagement and experience. The implementation of this strategy must show measurable results.

SALES TRANSFORMATION

This category recognises initiatives that drive significant change in sales strategies, processes, and performance. Judges seek transformative approaches that leverage technology, data, and innovative techniques to enhance sales efficiency, customer targeting, and overall outcomes. Successful entries will demonstrate measurable improvements in sales growth, team performance, and customer relationships.



ENTER NOW

MEET OUR 2025 WINNERS

VIRGIN



WINNER OF BEST EMPLOYEE ENGAGEMENT STRATEGY

The judges praised this strategy for perfectly capturing the spirit of the Virgin Group—full of fun, energy, and personality. They loved the enthusiasm and creativity running through every element, describing it as an excellent example of best practice brought to life with real passion and authenticity.

[WATCH VIDEO](#)

OCTOPUS ENERGY



WINNER OF BEST CUSTOMER CENTRIC STRATEGY

The judges were impressed by this honest and customer-first approach—recognising when things went wrong and taking swift, meaningful action. By empowering teams to own issues and make the right decisions for customers, this organisation has delivered faster resolutions, stronger engagement, and real results. A powerful example of customer-centric innovation in action.

[WATCH VIDEO](#)

KPMG & WE ARE TILT



WINNER OF BEST IMPLEMENTATION OF AI IN CUSTOMER ENGAGEMENT

The judges were impressed by the bold and brave decisions behind this entry, which resulted in highly impactful prospecting and tangible business outcomes. It's a great example of taking calculated risks to drive real results.

[WATCH VIDEO](#)[!\[\]\(9db214d549b9aeebe72aa11d3a5c4b1a_img.jpg\) ENTER NOW](#)

MEET OUR 2025 WINNERS

CUCKOO



WINNER OF BEST EMPLOYEE ENGAGEMENT TEAM

The judges loved the video from Cuckoo's People Team, which perfectly captured the warmth, humour, and authenticity of the organisation. They were impressed by how the team recognises that highly engaged people aren't a luxury but the foundation of success—crafting exceptional experiences for everyone, from new starters to long-serving colleagues. A united, passionate team driving meaningful engagement across the business.

[WATCH VIDEO](#)

CLARITY



WINNER OF GREAT PLACE TO WORK

The judges were blown away by this comprehensive and innovative entry, showcasing a wide range of activity to build a strong company culture. With exceptional employee experience, high engagement, widespread promotions, generous rewards, and a focus on wellbeing and purpose, Clarity demonstrates a truly outstanding approach to developing employees as whole people and achieving measurable life-improving impact.

[WATCH VIDEO](#)

BUPA



WINNER OF BEST USE OF LIVE, DIGITAL AND/OR HYBRID EVENTS MARKETING

The judges praised this Health campaign for its clear strategy, strong objectives, and measurable engagement impact. By turning complex health topics into engaging, accessible content through multimedia storytelling, interactive events, and influencer partnerships, it held audiences' attention in a crowded digital space. While innovation was incremental, the campaign demonstrated credibility and strong overall execution.

[WATCH VIDEO](#)[MEET ALL 30 WINNERS AND HEAR THEIR STORIES](#) **ENTER NOW**



 **ENTER NOW**

ESSENTIAL ENTRY INFORMATION

- Entries take place on our online entry platform where you're required to answer 6 short entry questions
- If you are submitting an entry on behalf of your company or individuals you are responsible for seeking permission from the required person.
- Submissions that include live projects must have taken place in the last 12 months. If your project has not yet finished, you are still eligible to enter.
- Judges reserve the right to not accept an entry if entry rules have not been followed.
- Each entry is judged on its own merits and not by comparison to other entries.
- You will be notified by email if you have been chosen as a finalist.
- Winners will be announced at the awards ceremony.

AWARD ENTRY FEES

The cost of entry is at a highly subsidised rate which removes barriers to entry and ensures the selection of entries and therefore finalists is of the highest quality. Winners are announced at the awards ceremony.

£175+VAT PER CATEGORY

If you have any queries, please contact the entries team on **01932 506 302** or email katie.browne@ebm.uk

HOW THE JUDGES SCORE YOUR ENTRY

- **OBJECTIVES:** Provide clear evidence and well thought out understanding of the strategy and requirements
- **INNOVATION:** Demonstrate innovation, uniqueness and a forward thinking approach
- **EXECUTION:** How was the strategy executed and what made it work so well
- **SUCCESS:** Clearly demonstrate success with solid accountable evidence and ultimately why it should win

TOP TIPS FOR SUCCESS

- You may edit your entry after submitting, up until the entry deadline.
- Please make sure all your personal details are entered accurately, including contact details, as this will be used in the awards presentation if selected as a finalist.
- You are eligible to enter more than one category, as long as the work submitted meets the criteria.
- You can use the 'copy' feature to create a copy of your entry and change the category as required.
- You must stay within the word limit for each question. Any words over this amount will not be judged.
- Don't miss the deadline – entries submitted late will not be judged.
- Keep your entry clear, concise and to the point.
- Keep your entry within the key headings, entries submitted in an incorrect format won't be judged.
- Have a friend or colleague check your entry for accuracy and detail.
- Keep it engaging, don't repeat yourself and keep the judges interested.
- Tell your story but also ensure you address the key points in each question
- Use supporting evidence to enhance the story behind your entry
- Ensure the entry includes all the appropriate information.
- The submission should be neatly set out including sub-titles, bullet points and made easy to read.
- Address the key areas in accordance with the six headings.

MEET THE JUDGES



**GERRY
BROWN**

Chief Customer Officer
Customer Lifeguard



**IAN
NAYLOR**

Head of Customer
Strategy & Planning
Booking.com



**HELEN
WILSON**

Global Chief Experience Officer
for Customer Experience and
Channel Performance
Ipsos



**MARK
HILLARY**

Host & Presenter- CX Files
Podcast
Carnaby Content



**MARTIN
HILL-WILSON**

Founder
Brainfood Consulting



**BRIAN
MANUSAMA**

Executive Partner
Actionary



**MIKE
OWEN**

Managing Director
Mike Owen Media



**NICK
KING**

Insights Director
AutoTrader



**ANNA
WILCOX**

Head of Customer
Experience
Bupa



**JO
MOFFATT**

Strategy Director
Engage for Success



**CATHY
BROWN**

Head of Economic Justice
Barrow Cadbury Trust



**MIKE
GIBNEY**

Chief People Officer
NHS Cheshire
and Merseyside



**TONY
MILLER**

Interim CMO
Direct Line Group



**JO
DODDS**

Director of Operations,
Communication and Culture at
Chirpy Heat & Advisory Board
Member at Engage for Success



**CHARLOTTE
DAHL**

Managing Director
7 Seas Culture Consultancy



**VICTORIA
HARBORD**

Head of Communications
Urban Synergy Mentoring

MEET THE JUDGES



**MARCUS
HICKMAN**

Managing Director
Davies Hickman



**PETE
EVIA-RHODES**

Customer
Engagement lead
Workspace Group



**PAMELLA
BAROTTI**

Head of Customer
Advocacy
Microsoft



**PHIL
HOBDEN**

Head of New
Customer Advocacy
Sage



**JENNIFER
SHAW-SWEET**

EMEA Lead B2B Institute
LinkedIn



**CHRIS
BURTON**

Business Partner
Aurora Energy Research



**FRANCESCO
FEDERICO**

Chief Marketing Officer
S&P Global



**ANTHONY
TRIPYEAR**

Founder & Managing
Director
ELZOMI Consulting Limited



**ARUP
CHAKRAVARTI**

Sr. Technical
Program Manager
Go Nimble



**JULIETTE
HARRIS**

Global Head of
Sales Enablement
Sophos



**HARJEET
SINGH**

Senior Director Marketing and
Demand Operations
Finastra



**KARINE
CARDONA**

Experience Design
Leadership
Ex-Forrester



**NICHOLAS
BRICE**

CEO
Soul Corporations



**LYNZI
ASHWORTH**

Head of Marketing
Communications &
Brand EMEA
Chubb



**VINAY
PARMAR**

Managing Director
Dhruva Star



**JO
DAVIES**

Global Market Research Director
Davies Hickman



**KATIE
STABLER**

Founder and Director of
Customer Experience
**CULTIVATE Customer
Experience by Design**



**JEAN-FRANCOIS
DAMAIS**

Global Chief
Research Officer
Ipsos



**SARAH
HOOD**

Director of Talent
& Mobility
Bupa



**LORNA
LEESON**

Managing Director
7 Seas Culture Consultancy



**ANNISHA
TAYLOR**

Group Head of Equality,
Diversity and Inclusion
(People, Culture &
Workplace)
Ofcom



**LINDSAY
COMALIE**

Head of Learning and
Organisational Development
Certitude



**CHRISTINA
LEWIS**

Founder
Herizon



**KAYLEE
DARKINS**

Chief People and
Communications Officer
OAK Global



**EMMA
ILLINGWORTH**

Head of People
Transformation
OVO



**EMILY
KIRWAN**

Senior Head of Internal
Communications & Engagement
BBC News



**LUCIE
CHILD**

Head of Customer
Transport for Greater
Manchester



 **ENTER NOW**

OUR JUDGES' TOP TIPS FOR SUCCESS

We asked our judges the question 'what makes an award entry stand out?' – we've collated our experts' advice below to give you the best chance of success.



CHARLOTTE DAHL

Managing Director
7 Seas Culture Consultancy

This will be my sixth time as a judge on the Engage Awards panel. If you want to stand out, then wow me with your strategy AND your creativity. I like to see entries where organisations have been brave and tried something different. Be marvellous, not meh.

Any tips... Answer the questions! I see a lot of entries where the questions haven't really been addressed. We give each section a mark out of 10, so make sure you answer them all as thoroughly as you can as they all count. Also, as judges we have a lot of entries to read through, so try to engage us with your first opening lines. Be creative in your telling of the story of your campaign, initiative, or programme.



GERRY BROWN

Chief Customer Rescue Officer
The Customer Lifeguard

An awards entry stands out when its focus is unequivocally on measurable and quantifiable customer benefits, when there is clear evidence of it being a community effort with everyone in the organisation taking a role, and especially that it has both the ongoing focus and support of senior leaders.

I'd follow the advice in the previous questions and ensure that you include both anecdotal (customer/employee quotes) and statistical evidence of success and that you keep the self-congratulatory comments and marketing bumph (We are the number 1, the most experienced, the best, blah blah blah) to a minimum.



KARINE CARDONA

CX and Design Expert

An award entry stands out to me when it combines three elements:

1. A good problem statement. Don't be shy highlighting the issues you are trying to tackle, give me a good understanding of the problem with some evidence-based elements to it that will help me grasp what you were dealing with and how important it was for your organisation.
2. A clear approach to it: What did you set up to tackle your problem? Who did you involve? How did you proceed? How did you plan to measure success? I am interested in your thinking and in everything you did – including what did not work. Don't hide the bumps in the road, I want to know about them. Tell me what you learned from them and how you course corrected.
3. And finally, the outcomes you achieved. Bring some tangible evidence to them, both quantitative and qualitative.

Avoid the sales pitch in your application. Those awards are about the change you created to improve experiences with your customers, your employees and/or your partners. We are looking for good stories that can inspire others to also try something different in their organisations.



 **ENTER NOW**



JO DODDS

Director of Operations, Communication and Culture at **Chirpy Heat** & Advisory Board Member at **Engage for Success**

One that has been entered into the right category and with all the questions answered is a good start. Then it's about solid benefits with a focus on making a great place to work. It's really good too when thought has clearly gone into which supporting documents / media to include to best showcase the entry.

Go for it. Just going through the process will be a valuable experience and, who knows, you might win!



MIKE OWEN

Managing Director
Mike Owen Media

An entry stands out for me if it shows passion, commitment and engagement with the subject and isn't just a box filling exercise. I want to be surprised and delighted when I read an entry that demonstrates real understanding of the subject and how to communicate that.

Having been an awards judge in other areas, I am conscious that the simple things are a good starting point. Effectively ensure you've covered the relevant ground, don't add items that aren't needed but include some special insight that may stand you apart from your fellow entrants.

OUR JUDGES' TOP TIPS FOR SUCCESS

We asked our judges the question 'what makes an award entry stand out?' - we've collated our experts' advice below to give you the best chance of success.



FRANCESCO FEDERICO

Chief Marketing Officer
S&P Group

As a judge for the Engage BAwards, I look for entries that show a clear understanding of the problem they're addressing, provide innovative and effective solutions, and demonstrate tangible results. Creativity and originality are key, but so is the ability to execute and deliver results. A standout entry is one that goes beyond just stating what was done—it delves into the "how" and "why," offering a narrative that provides insights into the strategy, process, and people behind the success.

1. Be clear and concise: Make sure your entry is easy to understand, even for someone not familiar with your specific industry or project.
2. Tell a story: Don't just list facts and figures—build a narrative that gives context and meaning to your achievements.
3. Highlight your results: Be sure to provide tangible evidence of your success. Metrics, testimonials, and case studies can all be useful here.
4. Show innovation: If your project involved a novel approach or a creative solution, make sure to highlight this.
5. Don't forget the team: B2B success is often a team effort. Acknowledge the people who contributed to the project and explain their roles.



 **ENTER NOW**



HARJEET SINGH

Senior Director Global Marketing
Technology & Demand Operations
Finastra

Solving a B2B Marketing problem in an innovative way and being able to prove its value through data in a timely fashion. If pitching for a campaign, its innovativeness, value, and the capability to engage with the target audience.

Think from the perspective of the end user/stakeholder. When pitching anything, it should be able to prove value and certainly the more innovative and out-of-box the pitch, the better the chance of winning. All the best to all participants.



PAMELLA BAROTTI

Head of Customer Advocacy Storytelling
Microsoft UK

Make sure your entry is tailored to the category you are entering, and don't be afraid to highlight your team's innovation, teamwork, and resilience. Provide specific, measurable results and demonstrate how your work had a positive impact on your customers, stakeholders, and the environment. Lastly, be authentic and tell your unique story in a compelling and memorable way.

OUR JUDGES' TOP TIPS FOR SUCCESS

We asked our judges the question 'what makes an award entry stand out?' - we've collated our experts' advice below to give you the best chance of success.



JULIETTE HARRIS

Director of Sales Enablement
Sophos

Collaboration with other teams. I am a true believer that no team should or can work in isolation. By showcasing how a team, a project or initiative has been successful by collaborating with other teams within a business I believe that the overall potential of success will be greater. I see this every day in my career and feel strongly that the more collaborative we can work the more successful we can be.

I would suggest thinking about both the good and bad of a project or initiative. We all learn from our mistakes and recognising those and being open and honest about them will not only show self-awareness but also opens the door to future success and growth. In addition, I would suggest thinking about impacts made beyond the initial goals or objectives, who else has or will benefit from your great work?



 **ENTER NOW**



PHIL HOBDEN

Head of New Customer Advocacy
Sage

Detail – it doesn't have to be long but it does have to have detail! Numbers, metrics and evidence are essential to helping me understand what you have achieved and how. Tell your story – how it worked but also how you overcame the challenges. Let us see the WHY in your business and your vision!

You know your story and your successes and are best placed to tell the world about it. It doesn't have to be big innovations – sometimes it's the small things that change the world!

OUR JUDGES' TOP TIPS FOR SUCCESS

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NICK BRICE

CEO
Soul Corporations

What stands out are projects that help people be their best selves in delivering success.

Be clear on the outcomes you aimed for with your project, and how you successfully met the identified challenges with real innovation and commitment.



VICTORIA HARBORD

Head of Communications
Urban Synergy Menotoring

I've been judging the Engage Awards for a number of years, and I always set myself a mental challenge to see which entries I remember after I've read them all. They're the stand-out ones, the entries I wish I'd thought of doing in my various roles. I always learn so much and salute all the entrants. I'm looking for originality, simplicity, and chutzpah.

Be authentic. Realise that the judges aren't there to be impressed but rather to see a narrative unfold whereby your audience went on a journey that led to real and lasting change in customer and employee engagement. The Engage Award team put a lot of effort into creating the platform to allow that narrative to flow in each category. Give me something with a kick rather than a campaign that's slick, any day.

**CELEBRATING CUSTOMER, EMPLOYEE, SALES AND MARKETING • 11TH YEAR • INTERNATIONAL AWARDS PROGRAMME
ONLINE ENTRY PLATFORM: 6 QUESTIONS • 40+ CATEGORIES**



THE CEREMONY

10TH NOVEMBER

OLD BILLINGSGATE,

LONDON

We're delighted that the 2026 Engage Awards Ceremony will once again take place at the renowned Old Billingsgate Venue.

In the heart of the City on the North bank of the River Thames, stands a striking historic building that is a remarkable part of London's heritage. Old Billingsgate encompasses three versatile spaces and a beautiful terrace with unrivalled views of Tower Bridge, City Hall, The Shard and London Bridge.

This Victorian Grade II listed building was once a world famous fish market, running up until 1982. The Grand Hall, which now holds varying events from exhibitions to awards dinners, was the market floor, and the basement of Old Billingsgate, now The Vault, was covered in 50 years of ice used to store the fishermen's catch. Given an industrial twist by architect Lord Richard Rogers, the building has undergone an amazing transformation, from the 19th century's largest fish market to London's premier event space.

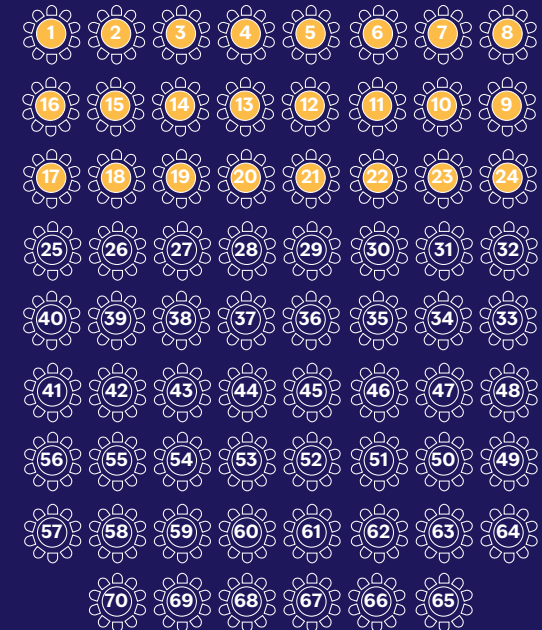


THE CEREMONY

The 2026 Engage Awards Ceremony will take place on 10th November at Old Billingsgate, London

STANDARD TABLE OF 10	
<p>Includes:</p> <ul style="list-style-type: none"> • Table of 10 • Glass of Bubbly on Arrival • 3-Course Seated Dinner • Wine & Beer Drinks Package • Evening entertainment 	<p>EARLY BIRD PRICE (book before 13th October): £5350+VAT</p> <p>STANDARD PRICE £5650+VAT</p>
VIP TABLE OF 10	
<p>Includes:</p> <ul style="list-style-type: none"> • Prime Position Table of 10 • Glass of Bubbly on Arrival • 2 x Bottles of Champagne • 3-Course Seated Dinner • Wine & Beer Drinks Package • Evening entertainment 	<p>EARLY BIRD PRICE (book before 13th October): £6450+VAT</p> <p>STANDARD PRICE £6750+VAT</p>
INDIVIDUAL TABLE PLACE (STANDARD)	
<p>Includes:</p> <ul style="list-style-type: none"> • 1 x Ticket to the Awards • Glass of Bubbly on Arrival • 3-Course Seated Dinner • Wine & Beer Drinks Package • Evening entertainment 	<p>EARLY BIRD PRICE (book before 13th October): £665+VAT</p> <p>STANDARD PRICE £700+VAT</p>

STAGE



ENTRANCE



**VIP
TABLE**



**STANDARD
TABLE**

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**FOR MORE
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