



Why Enter?

1. **Reward and motivate you and your team** - by entering the MIA it sends a message to your team that their achievements are worth shouting about – and being shortlisted is a huge boost to company morale.
2. **Build customer trust and confidence** - an award is a mark of quality that sets you apart from your competitors and proves your corporate credentials. It's an independent endorsement that can help you attract new customers, partners, investors and talent.
3. **Grow your profile and reach** – Winning (or just being shortlisted) is a fantastic PR and marketing opportunity that gives you the chance to tell your story and share your success.
4. **Benchmarking** – The award tells the judges and your industry that you are the best of the best – and a company worth doing business with.
5. **Networking** - Attend the awards ceremony, celebrate and certainly bask in the glory – but also see it as a networking opportunity, take clients and also make the most out of building new relationships

How to Enter

Register a profile [online](#) and complete the entry process

Rules of Entry

- Entrants are allowed to submit **ONE** entry per category only. If multiple entries are submitted in the same category the judges reserve the right to disqualify all entries but one in their absolute discretion.
- Please keep the entry relevant to the UK market and include facts, figures and testimonials to strengthen your entry. Entries that focus on another market outside the UK will be marked down or disqualified.
- Future reserves the right to move entries to different categories if appropriate and suggested by the judges. Future, together with the judges, also reserves the right to disqualify any entry that does not meet the expected standard of entry or criteria in its absolute discretion.
- All entries must be submitted through the online entry form.
- Entrants must limit their entry to a maximum of **350 words per criteria point**. The answer should highlight why the entry stands head and shoulder above all others.
- Entrants are allowed to submit supporting material to their entry in the form of images, video or PDF. Videos must not be longer than 3 minutes, and any PDF entry must not exceed three A4 pages.
- The full Terms and Conditions can be found [here](#)

Eligibility

Eligibility Period

Each Award is open to companies in the mobile phone industry that have been trading in the UK for at least 12 months prior to the entry deadline. Please note, projects submitted for an award in previous years are ineligible.

General Eligibility

Entries cannot be made without the permission of the client and/or owner of the rights of the work. Entries must be submitted by an individual (not via any agency or similar) and are limited to one entry per company per Award category. Employees of (i) Future; (ii) and any third party appointed by Future to organise and/or manage the Awards, are not eligible to enter the Awards. Mobile Industry Awards retains the rights to disqualify entries which offend national, religious, cultural or racial feelings.

Entries Close

The deadline for entries to be submitted is: **29 March 2019**.

Fees

It's completely free to enter

Categories, description and criteria

1. BEST MANAGED SERVICE PROVIDER

This category recognises the services provider that manages and assumes responsibility for providing a defined set of services to its clients either proactively or as the MSP.

Tell us why you should be crowned **Best Managed Service Provider** - show us how you stand out from the competition and provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Outstanding customer service
- Business and technical innovation
- Financial stability and growth
- Diversification and adaptability
- Developing new business opportunities
- Staff training and development

**In the event of being longlisted this category will require the entrant to present their entry in person to the judging panel at Future's London office. This should be in the format of a presentation. More details will be provided when the longlist is announced.*

2. BEST UNIFIED COMMS DEALER

This category recognises the dealer who provides a complete unified service for their customer and examines the success, innovations, skills and opportunities developed along the way.

Tell us why you should be crowned **Best Unified Comms Dealer** - show us how you stand out from the competition and provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Outstanding customer service
- Business and technical innovation
- Financial stability and growth
- Diversification and adaptability
- Developing new business opportunities
- Staff training and development

**In the event of being longlisted this category will require the entrant to present their entry in person to the judging panel at Future's London office. This should be in the format of a presentation. More details will be provided when the longlist is announced.*

3. MOST INNOVATIVE PRODUCT

Customers have different needs - we are searching for the most innovative product regardless of its definition. This category is open to software providers, manufacturers and innovators who have specifically created the most innovative product which enables dealers and telcos to put their customer first.

Tell us why we should crown your product the **Most Innovative Product?** Tell us how it stands out from the competition, and provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- What makes this product Innovative and why is it unique to the market?
 - Showcase and demonstrate the number of partners who have benefited from this product and how has it allowed them to grow their business.
 - Demonstrate Commercial and Financial success over the last 12 months.
 - Showcase how you have diversified revenue streams
-

4. BEST ENTERPRISE SERVICE & SOLUTIONS

With the rise of converged services, distributors have remained at the forefront of innovation in recent years, with the challenge of being both niche specialists and all-encompassing vendors. Competition continues to be rife and a business needs to be sharp, fast moving and have a firm grasp of costs if they are to thrive. This award celebrates the best of this sector.

Tell us why you should win the **Best Enterprise Services & Solutions** - show us how you stand out from the competition and provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Innovation: business technical services
 - Financial and business success
 - Adaptability
 - Enterprise services and solutions on offer
 - Quality of service/customer service
 - Training and Support provided
 - Standout products/partnership/client relations – testimonials
 - Standout selling points and business achievements
-

5. TECHNOLOGY INCUBATOR OF THE YEAR

This category recognises distributors that are true incubators of technologies that are new and disruptive to market. The ability to identify new technology trends and harness them to benefit their business and that of their partners will also be taken into account. Entrants must prove that they have assisted their customers, with emerging technologies, to build a profitable business in 2018.

Tell us why you should win the **Technology and Incubator of the Year** - show us how you stand out from the competition, and provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Innovation: business technical services
 - Financial and business success
 - Adaptability
 - Quality of service/customer service
 - Standout products/partnership/client relations – testimonials
 - Standout selling points and business achievements
-

6. RECYCLING AND RECOMMERCE AWARD

This category recognises the service that has had the most impact on its clients in the past year. The market for recycling, refurbishing and repair has grown exponentially with successful propositions providing crucial revenue streams for many different areas of the industry. This award is for the service which stands above all others by proving its value to partners.

Tell us why you should win the **Recycling and Recommerce Award** - show us how you stand out from the competition and provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Overall excellence in delivery of service to a partner
 - Partnership/client relations- testimonials
 - Innovation in marketing, education and training
 - Adaptability to changing market conditions
 - Any initiatives to improve sustainability and reduce environmental impact?
 - A clear strategy for UK growth
-

7. MOBILE DISTRIBUTOR OF THE YEAR

To be crowned **Mobile Distributor of the Year** you must be the best in the industry at what you do and be a shining example to your peers and partners.

Tell us why you should win the **Mobile Distributor of the Year** - show us how you stand out from the competition and provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Overall excellence in Service and Support
 - Partnership / client relations- testimonials
 - Innovation in marketing, education and training
 - Adaptability to changing market conditions
 - A clear strategy for UK growth
-

8. BUSINESS GROWTH AWARD

Our **Business Growth Award** invites companies which can best demonstrate how they stand out from the crowd including ambition, profitability, growth, sound business planning, customer satisfaction and management of people – they will have a “Wow Factor” that is worth celebrating.

Tell us why you should win our coveted **Business Growth Award**. Provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Demonstrate the ability to showcase innovative products, services and applications
 - The ability to demonstrate strong financial performance and/or an innovative business model
 - How has the company disrupted the market and their specific segment
 - What plans are there for future growth and/or expansion.
-

9. CSR INITIATIVE OF THE YEAR

The Corporate Social Responsibility award is designed to honour companies in the mobile industry which make the most important contributions to those in need. The judging criteria will include assessing CSR programs as they relate to: effectiveness in impacting the communities they are focusing on, involvement of their personnel, sustainability and long term impact, as well as activities involved beyond just a financial contribution.

Tell us why your company should win the **CSR Initiative of the Year** crown? Provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Define the 2018 project or initiative scope: include timelines, goals and team members. It is acceptable for the entry to focus on a particular stage of a long-term project.
 - How successful was the implementation of this project or initiative? Was it within budget and delivered in time? What have been its benefits? Provide hard evidence that goals have – or are being – achieved.
 - Feedback. Provide an appropriate written reference that illustrates the success of this project.
-

10. BEST MVNO

Despite an ambivalent approach to MVNOs from many networks, the sector continues to thrive and grab market share as users become increasingly price-conscious. To succeed in this space requires a tenacious and cast-iron strategy, resilience to partner pressures and a finely tuned marketing strategy. The winner of this categories best represents these qualities.

Tell us why you should be crowned **Best MVNO** over and above your competition. Provide examples and case studies to support including award wins over the last 12 months. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Demonstrate innovation and technical delivery
 - Show what was done in the last 12 months to improve coverage
 - Show what was done in the last 12 months to improve support services
 - Show what was done in the last 12 months to grow user trust
 - Explain what steps were taken to protect ARPU
 - Provide evidence of financial growth
-

11. BEST MVNO PARTNER

An MVNO can only be as innovative as the service it is able to provide. This category rewards the MVNO partner that does the most to champion and support the MVNOs dependent on their services.

Tell us why you should be crowned **Best MVNO Partner** over and above your competition. Provide examples and case studies to support. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Showcase using technical innovation to suit client USPs
 - Provide testimonials from MVNO partners
 - Demonstrate and quantify business success
 - Show how the business has driven MVNO partner success
-

12. BEST CONSUMER NETWORK

The fierce competition to prove which operator has the best network has seen coverage, capacity, care, converged services and price become key battlegrounds.

Every UK operator uses different metrics to claim to be the 'best UK network' in the last twelve months, but this category recognises the network which best balances the above factors to give customers the confidence that no matter whatever they do or wherever they go, their network will have them covered.

Tell us why you should be crowned **Best Consumer Network** over and above your competition. Provide examples and case studies to support this, including consumer awards and accolades awarded over the last 12 months. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Demonstrate innovation and technical delivery
 - Show what was done in the last 12 months to improve coverage
 - Show what was done in the last 12 months to improve support services
 - Show what was done in the last 12 months to grow user trust
 - Explain what steps were taken to protect ARPU
 - Provide evidence of financial growth
-

13. BEST BUSINESS NETWORK

With trends such as M2M solutions, flexible working and productivity at the forefront of government policy and employer strategies, the importance of reliable, high speed mobile connectivity will continue to grow. The operator which meets these demands while delivering first class support and a service tailored for individual business needs will be crowned Best Business Network 2019

Tell us why you should be crowned **Best Business Network** over and above your competition. Provide examples and case studies to support, including business awards and accolades awarded over the last 12 months. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Customer service and value for money
 - Shown support for corporate SMB, SME
 - High quality network- Innovation in products, services and technical delivery
 - Convergence and integration of additional services
 - Financial growth in the last 12 months
 - A network 'future-proofed' for business needs
-

14. 5G NETWORK PIONEER

The winning submission needs to truly excite the judges with their successes in innovating and ability to showcase implementation and application of 5G technology. This award is open to all organisations that provide mobile products, devices, services, solutions, and applications geared towards the burgeoning 5G market.

Tell us why your company should be named **5G Network Pioneer**. Show us how you stand out from the competition and provide examples and testimonials to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- How advanced are your plans for 5G networks?
 - What new applications and/or services will your product or service enable?
 - How are you communicating the benefits of 5G to your customers?
 - Showcase and demonstrate the reaction from partners and industry to the work you have been doing to pioneer 5G.
-

15. BEST REPAIR SERVICE

The most tech-savvy customer can find themselves going in-store or online when needing to repair their handset. This can often be a stressful or expensive experience, and this category recognises the best repair service, whether online or in-store.

Tell us why your company should win the **Best Repair Service** award. Show us how you stand out from the competition and provide examples, accolades, testimonials and award wins to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- A clear mobile proposition suited to the brand's approach to retail and clientele
 - Products and services encompassing a spectrum of user demands
 - A support process which helps users from first contact to post-sale
 - Demonstrable strength in supply, securing the best products at the best prices
 - Quantifiable business success within the mobile space
 - A successful and consistent approach to marketing
-

16. BEST RECYCLING SERVICE

With so many great devices available today, customers need to have the option to trade in older products to help upgrade or simply earn a little cash. This category recognises retail services both across online or in-store.

Tell us why your company should win the **Best Recycling Service** award Show us how you stand out from the competition, and provide examples, accolades, testimonials and award wins to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- A clear mobile proposition suited to the brand's approach to retail and clientele
 - Products and services encompassing a spectrum of user demands
 - A support process which helps users from first contact to post-sale
 - Demonstrable strength in supply, securing the best products at the best prices
 - Quantifiable business success within the mobile space
 - Demonstrate your commitment to the environment and to customer security and privacy
 - A successful and consistent approach to marketing
-

17. BEST ONLINE RETAILER

To be successful in a competitive online market, today's retailers must not only secure the best deals, they must market them in innovative ways to grab the brief attention span of consumers. This award recognises the key role online retailers play in the mobile industry, and rewards the company which has performed to its fullest over the course of year.

Tell us why we should crown your company the **Best Online Retailer**. Show us how you stand out from the competition, and provide examples, accolades, testimonials and award wins to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Best products and services
 - A clear and easy to use online store
 - Best customer service, including after care services
 - Best for generating hits with products, marketing and deals
 - Innovation
 - Marketing initiatives
 - Commercial performance
-

18. BEST SIM FREE RETAILER

The SIM-free hardware market has grown exponentially in the UK in the last few years. It has seen mobile phones go from being an additional category to an essential one at whole host of established UK high street brands, from supermarkets to department stores. As consumers continue to show a willingness to buy their device and contract in separation, this category celebrates the retailer who makes the most compelling case for them shopping with it.

Tell us why we should crown your company the **Best Sim Free Retailer**. Show us how you stand out from the competition and provide examples, accolades, testimonials and award wins to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- A clear mobile proposition suited to the brand's approach to retail and clientele
 - Products and services encompassing a spectrum of user demands
 - A support process which helps users from first contact to post-sale
 - Demonstrable strength in supply, securing the best products at the best prices
 - Quantifiable business success within the mobile space
 - A successful and consistent approach to marketing
-

19. BEST HIGH STREET RETAILER

The most powerful sales channel in the UK mobile space demands seamless integration of sales, logistics, marketing and purchasing to survive, and excellence and ingenuity in these areas to thrive. This award goes to the high street retailer that has done more than any other to provide the very best in retail experience and results.

Tell us why we should crown your company the **Best High Street Retailer**. Show us how you stand out from the competition and provide examples, accolades, testimonials and award wins to support this. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Demonstrate commercial performance
- Provide the best in-store experience for customers
- Explain how the retail strategy relates to key industry trends and challenges
- Show initiatives aimed at growing customer relationships and selling additional services
- Promote best practice in customer service

**In the event of being longlisted this category will require the entrant to present their entry in person to the judging panel at Future's London office. This should be in the format of a presentation. More details will be provided when the longlist is announced.*

20. BEST MANUFACTURER FIELD MARKETING TEAM

This category is designed to recognise the impact manufacturer's field marketing teams have on the success of the business in their work to educate and train high street and contact centre retail staff. Please limit your answers to a maximum of 350 words per criteria point.

CRITERIA POINTS

- Outstanding impact in the retail community
- Outstanding impact in call centres
- Innovation in marketing, education and training
- Exceptional results and significant stand out for the manufacturer
- Adaptability to changing market conditions
- High impact launch campaigns with excellent ROI
- A strategy reflecting the manufacturer's brand image

The technology/product categories, Power 50 and Shop Idol are not entered online.