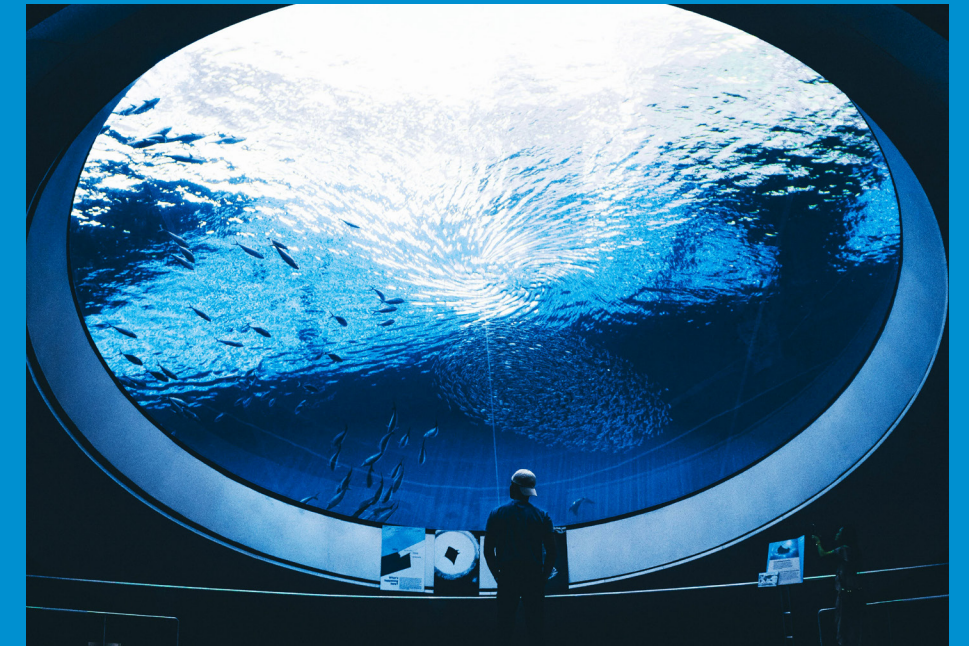


Blue Door Awards 2020

Submission guidelines

We've created these awards to celebrate successful customer initiatives leveraging digital connectivity to drive customer satisfaction, employee engagement and supplier integration. With the events of 2020 proving challenging for businesses everywhere, we also wanted to recognise those companies that have gone above and beyond to support their customers, employees and community.

This document is designed to assist you in compiling your entries. Read it carefully to maximise your chances of success.



Who should enter the awards

The awards are open to all existing O₂ Business customers in the UK, whether you are a small-medium size business (10+ employees), private sector large enterprise or public sector organisation that has implemented an O₂ technology solution.

Why you should enter the awards

To celebrate your achievements during this challenging year! We will also give you exposure through our O₂ Business blog and our social media channels in the run up to the ceremony. As we run up to the Blue Door Expo in October, you may also be chosen to host a workshop, podcast or session around the content of your submission. Following the awards, we'll continue to talk about our winners and produce an eBook on the fantastic winning initiatives.

Blue Door Award ceremony

This year, we're doing things a little differently. Our awards will be hosted virtually during the Blue Door Expo in October. As an attendee of our annual event, you'll be able to tour the virtual conference hall, attend informative and innovative sessions from a range of different streams and take advantage of the interactive nature of the event.

People's Choice Award

Attendees of the conference will also be able to view all of the finalists' entries over the course

of the event, and vote for their favourite initiative to win the People's Choice Award – separate from the winners of each category.

Key dates

Submissions close – **14 August 2020**

Shortlist announced – **4 September 2020**

Winners announced publicly – **Blue Door Expo - beginning of October 2020**

People's Choice Award – **Blue Door Expo - beginning of October 2020**

Video entries

Given the virtual nature of our awards ceremony, we're asking all finalists to provide a video overview of their submission. This can be done through animation, professional produced video or simply a talking head. **Videos must not be longer than 60 seconds.** This will give attendees at the Blue Door Expo a short, sharp description of your initiative to help them decide who to give their vote to for the People's Choice Award – as well as a great piece of content to share with your followers on social media.



Your guide to entering the Blue Door Awards

Submissions open

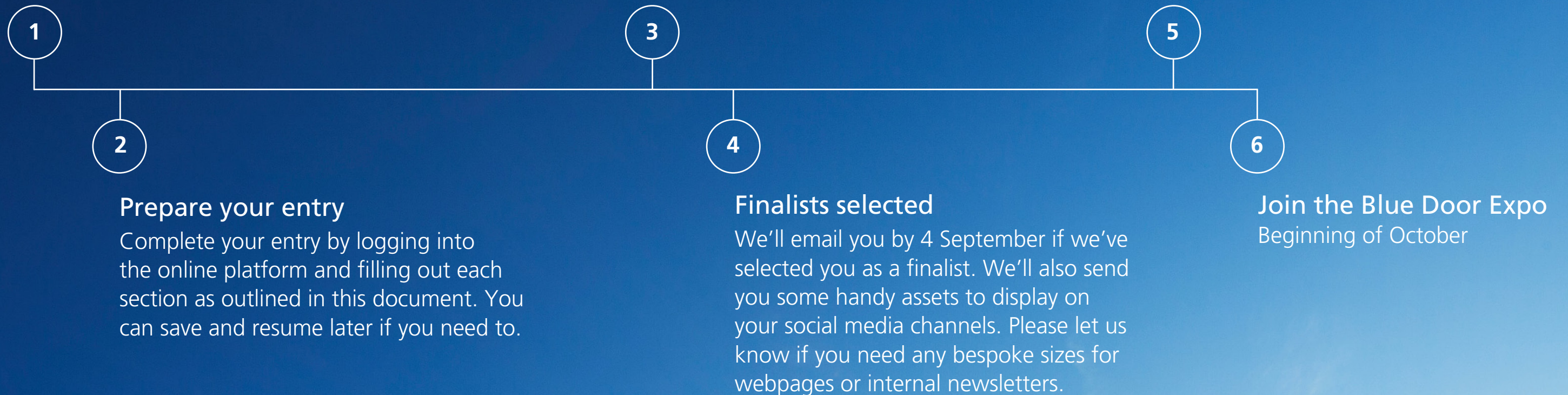
Head to o2bluedoorawards.awardsplatform.com to register. Make sure you've read the categories and these submission guidelines thoroughly before you start writing your submission.

Submit your entry

Ensure your entry is submitted via the online platform by the submission deadline. Attach any relevant images, pdfs, videos or other supporting evidence.

Finalists video overview

If you're a finalist and haven't done so as part of your original submission, you'll need to send a 60-second video overview of your initiative to lucy.mitchell1@telefonica.com by 18 September.



Compiling your entry

The awards will recognise performance in five categories

1. Use of technology to connect with customers
2. Use of technology to engage your employees
3. Working with suppliers
4. Use of technology to support and give back to the community
5. People's Choice Award (as voted for by attendees of the Blue Door Expo)

In each category, we will award a winner for large enterprise businesses or public sector organisations, and a winner for small-medium size businesses. Entries will be judged by O₂ and an external panel of industry experts.

Choose the most relevant awards category for your work and use our checklist to help put together a concise and compelling entry. You can enter multiple categories if you wish.

Important things to note

- You must submit your entry online by midnight on 14 August.
- If you want to submit more entries, navigate to the summary page of your account and select 'start entry'.
- **Please note the dates of the finalist announcement and the video submission entry. If we do not receive a video, your submission will simply be displayed as text in the virtual environment.**

We want the awards to be as interactive as possible for our finalists and attendees to the Blue Door Expo. We also want to ensure every entry has a fair chance for the People's Choice Award which attendees of the conference will vote on over the course of the event.

- By entering the Blue Door Awards, you are giving O₂ Business permission to use your submission during the Blue Door Expo conference in external marketing communications and collateral (including the winners eBook), and for additional case study purposes, which may be discussed with you at a later date.



- By entering your submission you confirm that the submission is your own and that you have all the necessary rights and permission to provide the submission and for O₂ to use the submission as set out above. If there are any confidential aspects of your submission, please specify this in the copy.
- The judges' decision is final and no negotiations with entrants will be entered into.
- We are not able to accept any submissions from an organisation who are out to tender on any service which could have a conflict of interest with O₂ Business.

Compiling your entry

This section provides comprehensive information on how to compile your entries. The following points must be considered and completed for all categories.



1. Summary

Provide a concise and compelling overview of the business initiative – what was done, why it was done, how it was done, and the business outcomes achieved.

This section should provide a summary that can be used in marketing collateral around the awards.

Summary – 200 words

2. Business challenge

Describe the business challenge that inspired the initiative. What internal or external issues did your organisation face?

This section should provide an understanding of the business context driving your initiative.

3. Innovation

Describe the innovation involved in addressing your business challenge. To what extent did this initiative represent a new way of working within your organisation? How did you use new technologies? To what extent did you break new ground among your peers or industry sector?

This section should provide an understanding of how different and innovative your initiative is relative to your peers and compared with previous practice within your own organisation.

Compiling your entry



4. Execution

Provide details of the scope of your initiative and the objectives set for it. Describe the specific steps you took to execute your initiative. What were the key elements or workstreams? What resources did you need? How did you manage your initiative?

To what extent did the initiative require new types of collaboration across the organisation? How did you work with business partners or suppliers? What were the most difficult challenges you faced in executing the plan successfully? What changes did you make along the way as new challenges emerged? What were the most important factors contributing to the initiative's success?

This section should provide a detailed view of what the initiative set out to achieve, what elements were involved, how it was executed and what contributed most to its success.

5. Business outcomes

Describe the key performance indicators used to measure the outcomes you achieved. What success have you achieved to date and what do you expect to achieve looking ahead? How are you tracking these business outcomes? How are they reported, and to whom?

This section should provide concrete results that demonstrate the success of your initiative in terms of the business outcomes you wanted to achieve.

*Full submission, excluding summary:
1200 words*

Finalists must provide a short video summarising their initiative (60 secs or less), and all applicants can provide additional materials to support their submission, but the judging process will be based on the way the story is told in the whole submission, and within the word count.

We can't wait to hear about the work that has made the biggest difference to you and your business.

Good luck!

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