

Category Entry Criteria - The Titanic Eastside Award for Innovation

The Titanic Eastside Award for Innovation

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Entry Criteria

This Award is open to individuals or organisations, regardless of size or sector within the greater East Belfast area that have introduced innovative or inventive solutions to improve their products and / or services. This could be in one or more of the following areas, business processes, product design, customer service, technology solutions, marketing solutions or people development. Entries are welcomed from individuals or organisations who are based in greater East Belfast that are either serving the local area only or are providing products or services to others on a national or international basis.

- Entrants must be able to provide information and examples linked with the following:
 - o Strategic Direction – how has the innovation helped take your business or service forward?
 - o Market Research – what need is the innovation helping you to meet?
 - o What are the key features of the innovation you wish to highlight and in what areas is it having an impact on your performance?
 - o How do you define success for the innovation and what evidence can you provide?
 - o Have you received any other Awards or Accreditations for your innovation?

Helpful Hints

- *Take time to look at the criteria in you chosen category and use it to guide your responses.*
- *It is important to note that the Judges will be looking for evidence that will demonstrate the contributions, achievements or impacts associated with your responses.*
- *It might be useful to create a first draft and have a colleague or a trusted friend to review your application and give you feedback.*
- *Supporting material in the form of photos, printed items, graphs – e-versions or hard copies may be brought with you on the day and left with the Judges.*
- *Remember, the judges can only base their assessment on the information provided on the entry form so please do make sure you include all relevant information to assist them in the judging process*