



Innovation in Personalisation

This award rewards clever, scalable personalisation that enhances relevance and connection—whether through content, journeys, automation, or experience design.

JUDGING CRITERIA

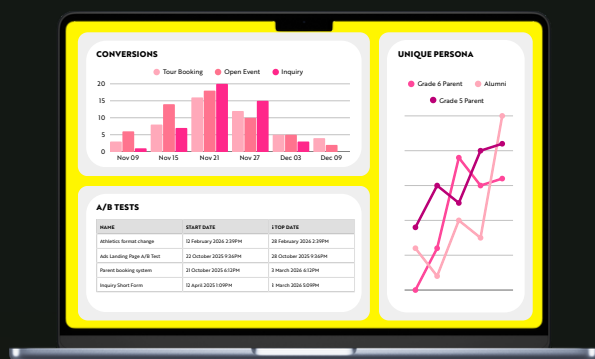
Judges will score entries on:

- **Creativity** – Original or smart use of personalisation
- **Relevance** – How well the experience matched audience needs
- **Execution** – Quality and consistency across touchpoints
- **Results** – Evidence of improved engagement or efficiency

ENTRY QUESTIONS

1. **What was personalised, and for whom?**
 - *(Segments, individuals, behaviours, lifecycle stages, etc.)*
2. **What data or signals powered the personalisation?**
 - *(CRM fields, behaviour, preferences, automation rules.)*
3. **How did the experience change for the audience?**
 - *Describe what they saw or received differently.*
4. **What outcomes did personalisation drive?**
 - *(Engagement, conversion, time saved, satisfaction.)*

SUPPORTING EVIDENCE (OPTIONAL)



- Screenshots of personalised content or journeys
- Flow diagrams of automation logic
- Email or website variants
- Performance comparisons (generic vs personalised)

WHAT OUR JUDGES LOVE

Personalisation that feels **human**,
not mechanical.



If your team has delivered work you're proud of for your school, we encourage you to enter and celebrate what you've achieved!

 **Entries close:** 20 February

 **Shortlist announced:** 24 February

 **Winners announced:** at Ubiq X LIVE on 5 March

We look forward to reviewing your submission.