Loyalty & CX Awards Africa

LOYALTY & CX AWARDS AFRICA ENTRY FORM 2027

Leadership

1. GENERAL INFORMATION

1.1 Entry Requirements

This Entry Form is used for Entries in Part 9, Leadership of the Loyalty & CX Awards Africa.

For the 2027 Award, the evaluation period is from 11 March 2025 and 11 March 2027.
Requirements governing the application of the evaluation period depending on the category type and subject of evaluation are set out in the Award Regulations.

To enter the Award, you must:

- complete and submit this Entry Form;
- pay the applicable registration fee in accordance with the terms and registration periods set out in the Award Regulations.

Please submit the completed Entry Form electronically to: **awards@spectrum350.org**

A separate Entry Form must be completed and a separate registration fee paid for each selected category, subject to the discounts and special terms set out in the Award Regulations.

There is no limit to the number of Entries that may relate to the same Entrant or be submitted by the same Submitting Party.

1.2 Who Is Submitting the Entry?	
- the nominee;	
- a representative of the company / organisation;	

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- another individual or organisation nominating the nominee;	
- a representative of the nominated team.	

2. CONTACT INFORMATION

Provide the details of the individual responsible for submitting and administering this Entry on behalf of the Submitting Party.

2.1 Submitting Party / Primary Contact	
Full Name:	
Company:	
Job Title:	
Email:	
Phone:	

Preferred Communication Channel Please indicate your preferred channel for communications from Spectrum350:	
Email	
Telegram Telegram username (if applicable):	

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WhatsApp WhatsApp number (if different from the phone number above):	
Phone	
Other (please specify):	
The preferred communication channel is used where practical and does not replace official Award notifications sent by email.	

2.2 Additional Contact (if applicable)	
Full Name:	
Company:	
Job Title:	
Email:	
Phone:	

2.3 Registration Fee Payer	
Legal Entity / Individual Entrepreneur	
Individual	

2.4 Legal Entity / Individual Entrepreneur Details	
Legal Entity Name:	
Country of Registration:	
Company Registration / Tax Number:	

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Registered Address:	
Billing Contact:	
Billing Email:	

2.5 Individual Payer Details	
Full Name:	
Email:	
Phone:	

3. CATEGORY AND NOMINEE

3.1 Category Select the category in which this Entry is being submitted:	
9.1.1. Loyalty Leader of the Year	
9.1.2. CX Leader of the Year	
9.1.3. Customer Service Leader of the Year	
9.1.4. Loyalty Professional of the Year	
9.1.5. CX Professional of the Year	
9.2.1. Loyalty Team of the Year	
9.2.2. CX Team of the Year	

3.2 Nominee

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For individual categories:	
Full Name:	
Job Title:	
Company:	
For team categories:	
Team / Business Unit Name:	
Company:	
Team Leader (if applicable):	

3.3 Nominee / Team Summary

Provide a brief description of the professional activities of the nominee / team and their role in the development of the relevant field.
Also indicate the main geography of the nominee's / team's professional activities presented in this Entry, including relevant activities in African countries.

Maximum length: 150 words.

3.4 Summary for Public Communications

Provide a brief description of the nominee / team and their key professional contribution.

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This text may be used in official Award communications, including publications about Finalists and Winners.

Maximum length: 50 words.

4. PROFESSIONAL ACTIVITIES

4.1 Role and Area of Responsibility

Describe the nominee's / team's role in the company's activities in loyalty marketing, customer experience, customer service or the relevant professional field.

Indicate the main areas of responsibility, functions and scope of activities related to the development, implementation or advancement of loyalty programs and strategies, customer experience, customer service, technology, data, communications, customer engagement or other relevant areas.

Where relevant, describe the nominee's / team's level of autonomy, influence on key decisions and role in initiating, shaping or implementing significant changes.

Maximum length: 200 words.

4.2 Key Professional Contribution

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Describe the nominee's / team's key contribution to the development of loyalty marketing, customer experience, customer service or the relevant professional field.

Indicate the most significant programs, projects, products, technologies, strategies, initiatives or new approaches created or implemented with the direct involvement of the nominee / team.

Explain the nominee's / team's role in their development, implementation and advancement.

For team categories, describe the collective contribution of the team rather than the individual achievements of particular team members.

Maximum length: 400 words.

4.3 Results Achieved and Impact

Describe the most significant results of the nominee's / team's activities during the evaluation period.

Where applicable, indicate the impact on the development of loyalty programs and customer experience, customer engagement and retention, customer value, the use of data and technology, business process efficiency, commercial results or other significant areas of the company's activities.

Provide quantitative metrics where available.

Maximum length: 300 words.

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4.4 Contribution to the Development of the Professional Field Describe the nominee's / team's contribution to the development of loyalty, customer experience or the relevant professional field in a broader context. Where applicable, indicate their contribution to the development of professional capabilities, teams, technologies and practices, industry standards, partnerships, the professional community or new approaches to customer engagement. **Maximum length: 250 words.**

4.5 Professional Recognition Indicate the most significant forms of professional or industry recognition received by the nominee / team during the evaluation period. Where applicable, include professional awards, rankings, recognition by industry and expert organisations, publications, speaking engagements or other significant achievements. **Maximum length: 200 words.**

5. EVIDENCE AND SUPPORTING MATERIALS

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5.1 Supporting Sources and Materials

Please identify the sources, documents, data or other materials that support the most significant claims, achievements and results presented in the Entry.

These may include:
- internal or external data and documents;
- results of completed projects and initiatives;
- reports and measurement results;
- confirmation from the company, managers, colleagues, partners, clients or other stakeholders;
- professional awards, rankings and other forms of recognition;
- publications, speaking engagements and published sources;
- other relevant materials.

For each source or material, where possible, indicate which claims, achievements or results in the Entry it supports. Supporting materials submitted with the Entry should be listed in Section 5.2.

5.2 Submission of Supporting Materials

You may submit up to five supporting materials to substantiate the information provided in the Entry.

Supporting materials must be directly relevant to the claims, achievements or results described in the Entry.

Accepted formats include:

- PDF documents;
- presentations;
- images;
- analytical reports;

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- video materials (up to 5 minutes per file).

List of Supporting Materials

Please list the supporting materials submitted with this Entry. For each material, indicate which information or evidence identified in Section 5.1 it supports, where applicable.

Supporting Material / File Name	**Related Evidence in Section 5.1**

Please indicate how the supporting materials will be submitted:

Email attachments	
Materials will be attached to the email containing the completed Entry Form.	
Cloud storage	
Materials will be provided through a file-sharing services such as Google Drive, Dropbox or similar services.	
Link to Supporting Materials (if using cloud storage):	

Please ensure that the Organiser can access the materials using the link provided without requesting additional permissions.

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Please name all files using the following format: **NOMINEE / TEAM + COMPANY**

6. WHY DOES THIS ENTRY DESERVE THE AWARD?

6.1 Why This Entry Deserves the Award

Explain the key reasons why you believe this Entry deserves recognition by the Award.

Focus on the nominee's / team's most significant professional contribution, results and impact, scope of responsibility and leadership role, contribution to the development of the professional field, and the relevance of the achievements presented to the selected category.

There is no need to repeat the information provided in the previous sections of the Entry Form.

Maximum length: 150 words.

6.2 Winner Name for the Trophy

If the Entry wins in the category, please provide the exact name of the nominee or team to be displayed on the trophy.

Please provide the name in its final form, including capitalisation, abbreviations, punctuation and any other specific formatting.

The Organiser will use the name provided below when producing the trophy without further editing or approval.

The Submitting Party confirms that the spelling and formatting provided are correct. If the trophy needs to be reproduced due to an error in, or a subsequent change to, the name provided in this section, the cost of reproducing and delivering the replacement trophy will be borne by the Submitting Party.

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Nominee Name / Team Name for the Trophy:	

7. CONFIDENTIALITY

The Organising Committee ensures that the established confidentiality requirements for the information provided are observed.
The Submitting Party determines the level of confidentiality applicable to the information contained in the Entry Form and supporting materials.

Please select one of the following options:

Level 1. Full Confidentiality	
All information contained in the Entry Form and supporting materials is confidential and may be used exclusively for the purposes of organising, administering and evaluating the Entry within the Award.	
Level 2. Use in Research and Industry Materials Subject to Approval	
The information may be used by Spectrum350 in the preparation of research and industry materials only with the Submitting Party's additional approval.	
Level 3. Use in Research and Industry Materials without Additional Approval	
The information may be used by Spectrum350 in the preparation of research and industry materials without additional approval from the Submitting Party.	
Level 4. Non-Confidential Information	
The information provided may be used by the Organiser without confidentiality-related restrictions.	

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Regardless of the confidentiality level selected, the Jury treats all information contained in the Entry Form and supporting materials as confidential professional information and may use it only for the purposes of evaluating the Entry.

Important: the selected confidentiality level does not apply to information specifically provided by the Submitting Party for use in the Award's official public communications, including the Summary for Public Communications provided in Section 3.4 of this Entry Form.

8. CONFIRMATION AND CONSENT

By submitting this Entry Form, the Submitting Party confirms:

- that the information provided is accurate;
- acceptance of the Award Regulations;
- the obligation to pay the applicable registration fee in accordance with the terms of the Award Regulations;
- where an Entry is submitted on behalf of or in the interests of another individual, team or organisation, that the Submitting Party has the necessary authority or consent to make the nomination.

Full Name / Job Title	Signature / Date

9. COMMUNICATIONS FROM SPECTRUM350

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I agree to receive information from Spectrum350 about future editions of this Award, other Spectrum350 awards, participation opportunities and related professional initiatives.	
I understand that I may withdraw my consent at any time by using the unsubscribe option in an email or contacting Spectrum350 at awards@spectrum350.org.	

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