

**European Retail Banking Awards 2019**

**Awards Information Pack**

**Entering the Awards - Categories & Eligibility**

The European Retail Banking Awards 2019 will recognize winners in 12 different categories that cover the European retail banking sector.

Nominations are now open – deadline for entries is 5pm GMT on Friday 27th August 2019.

Send your completed nominations to events@arena-international.com

Nominees should follow these simple guidelines to ensure their submission has the best chance of winning.

Submission Rules

1. Submissions can be made either on behalf of your own company or in recognition of a colleague or partner firm.
2. Maximum of 1,000 words in Word or PDF format, no appendices but photos within the document are fine.
3. Entry must address the award category explicitly, not generic links to web sites, corporate marketing etc.
4. Submissions should highlight the key differentiator and competitive nature of the project or implementation
5. It is made explicit the Entrant, Judges and the publication will treat any and all information in strict confidence and any quotes or information to go into the public domain will be pre-cleared by the Entrant.
6. Submissions made after the publicised cut-off date will be ignored irrespective of their relative merits.
7. The Editor and Judges reserve the right to make no award for any specific category
8. The Editor and Judges reserve the right to move a submission to a more appropriate category at their discretion
9. In submitting for more than one category the submissions must be unique (see 3)
10. The Editor and Judges’ decision is final

The full list of awards categories and criteria for this year’s awards can be found below.

**Please note:** *Whilst we recommend you to try to submit against as many of the criteria as possible, we appreciate that for some companies this may not be possible.  The more you can respond against the stronger your application will be, but we would like to highlight that submitting against all criteria is not mandatory.*

Should you wish to discuss any element of the criteria or your submission in more detail, please contact Douglas Blakey (editor, Retail Banker International) on douglas.blakey@verdict.co.uk

The Award Categories and the eligibility for each are as follows:

Awarded to the outstanding European retail bank in the respective region for outstanding consumer banking performance in the year to September 2019; the judges will look for evidence of creative thinking, innovation and demonstrable business benefits.

**European Awards:**

*Best Branch Strategy*

Entrants should provide information relating to a successful branch strategy that maximises utilisation of the branch, optimises customer service, productivity and budget.

*Best Open Banking Strategy*

Submissions should demonstrate the bank’s success in adopting a successful Open Banking strategy for its customer base in line with current PSD2 regulations. Criteria will include improvements in customer experience, share of wallet and net promoter scores.

*Best Mobile Banking Strategy*

Awarded to the bank displaying an innovative m-banking programme delivering measurable business goals such as m-banking penetration and engagement rates. Entrants may provide information relating to improvements in customer experience, security, and functionality and successfully overcoming implementation risks

*Best Payments Innovation*

Awarded to the bank launching a payment project that has achieved measurable bottom line success such as customer adoption, retention and market share.

*Best use of Digital Marketing and Social Media*

Awarded to the bank displaying evidence of inter alia: successful marketing campaigns utilising social media; increased customer engagement; successful use of social media as a customer service tool; customer needs analysis; social media as a distribution channel

*Best use of Data Analytics*

This category recognises excellence in dataand analytics technology by a bank to drive to drive best-in-class initiatives to deliver a demonstrable return on investment

*Best FinTech Partnership*

Awarded to the bank that best demonstrates how a FinTech collaboration has demonstrated real bottom line improvements for the bank and improved customer satisfaction.

*Best use of AI/ML in retail banking*

Awarded to the bank demonstrating how investment in Artificial Intelligence/Machine Learning has ha d a positive and measurable impact on a bank’s financial performance and customer retention.

*Best Product Innovation*

A product launch that has enabled the bank to increase sales to new and existing customers utilising marketing channels both traditional and emerging and captures the judges imagination for its novelty factor.

*European Retail Banking Security Innovation of the Year*

A project that demonstrates successful avoidance of operational risk and the ability to prevent examples of calculable fraud or other risks to the bank’s systems

*Best Self - Service Initiative*

Awarded to the bank has delivered outstanding customer service as a result of an innovation, digitisation or cultural change within the organisation

*Excellence in Customer Centricity/Customer experience*

Awarded to a bank that can best demonstrate how an innovation, via digital or physical means has resulted in an improvement in customer experience or speed of transaction with the end customer directly interacting with a new use of technology

**Editor's Award**

* ***European Retail Bank of the Year***

**To enter the awards, simply fill in the awards entry form which can be downloaded on the Retail Banking: Europe 2019 Website.**

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**Additional Details**

Please find below additional details with regards to the Awards. If you are looking for additional information that you cannot find here, please contact: Hannah Leigh on hannah.leigh@arena-international.com

**Deadline**

All entries must be received by **27.08.2019** (27th August 2019). Late entries will NOT be permitted.

**Awards Entry**

All entries must be submitted using the Awards entry form. Please make sure your form is complete and you have selected the categories that are most appropriate for your entry and also signed the authorisation declaration.

**Awards Sponsorship & Table Hosting**

The Retail Banker Awards provide the perfect platform to target industry leaders and influencers and showcase your products and services in an exclusive forum. Our awards allow you to ensure maximum return on investment and the opportunity to assert yourself as a leader within your industry.

If you would like to find out more about sponsorship opportunities at the awards, get in touch with Ray Giddings - Ray.Giddings@arena-international.com - who can advise which sponsorship opportunities are still available.

**Awards Announcement**

The Awards winners for 2019 will be announced at the awards ceremony in the evening of the Retail Banking: Europe Conference & Awards in Prague, Czech Republic 14-Nov-2019. A general press release will be issued the following day. For more information on the conference please [visit our website.](http://www.retailbankerinternational.com/event/retail-banking-london-2015/awards/)

Winners will receive a trophy at the awards ceremony and a digital winners badge following the event for marketing purposes.

**Other**

Entries received after the closing date cannot be included in the awards under any circumstances.

All material submitted as part of the awards will be maintained in the strictest confidence.

We reserve the right to allocate an entry to a different category or in more than one category if appropriate.