

EADP's 2010 edition of the

# EUROPEAN AWARDS

FOR QUALITY AND EXCELLENCE IN DIRECTORY PUBLISHING

***Who may enter a directory/database and/or a best innovation for directory and database products?***

Any EADP member who publishes a directory or a database (full member or publisher outside Europe).

***What kind of directory/database may be entered?***

Business-to-business or business-to-consumer directories/databases, whether offline (print or CD Rom) or online (Internet or accessible from mobile phones) and innovative products related to B2B or B2C directories.

***What kind of innovation for directory and database products may be entered?***

The innovation can be an application, an enhanced search functionality or any other material or solution embedded in a directory/database which improves the user experience.

***Who are the members of the jury?***

The jury consists of 5 people with wide experience and knowledge of directory and database publishing or their use. They are from different European countries. The President of the jury is changed each year. Jury members are not active in any way that links them, either closely or remotely, to any of the contestants. The identity of the jury members is not revealed to members of the Board of Officers nor to any other EADP member. The identity of the President of the jury, who officiates at the Awards Ceremony, is not revealed until judging has been completed.

***On what criteria will the jury choose the award winners?***

Each member of the jury will assess each entry independently on the full range of criteria which any good directory should fulfil: market focus, innovation, ease of use, design and production quality.

For the best innovation for directory and database products, the jury will examine the creativity and originality but also the usage and usefulness of the application/solution embedded, which should provide an improvement to the user experience.

***How are entries submitted?***

For print products, by sending two copies to the EADP secretariat of each product entered by 7 June 2010 accompanied by the attached form, duly completed. Or, in the case of internet or mobile products, by returning the attached form, duly completed with all necessary details, including the URL and, if needed, a code giving access to all parts of the directory and for databases accessible from mobile phones the telephone numbers. If appropriate, competitors should add any information, documents, brochures, pictures or videos which will enable the jury to evaluate the marketing and promotion done for the product concerned.

***How many products may be entered?***

Each member may submit several different products and may enter them in several categories.

***What is the cost?***

As a contribution towards the cost of organizing the awards, there is a fee of 80 euros for each product entered, payable at the time of entry.

***When will the award ceremony take place?***

Trophies will be handed to winners at a ceremony during the gala dinner of the Venice Congress on 17th September 2010

# CRITERIA

# EUROPEAN AWARDS

- For B2B and B2C directories

## ***Market focus***

The product should be suited to the target market. It should be immediately evident to the user that the product has been designed with them in mind and that the content meets their needs.

## ***Ease of use***

Searching should be simple and user-friendly. In other words, the user should be able to find what he is looking for easily and quickly. The method of search should be logical and, as far as possible, intuitive.

## ***Design and production quality***

The design of both offline and online products should be adapted to the target market. When data is accessible on the internet or from mobile telephones, the presentation of the content on the screen in question should be well designed and easily legible.

## ***Innovation***

The element of innovation is a criterion of importance. In the case of offline directories, successive editions of the same product will enable jury members to observe how it has developed and to judge the degree of innovation in both content and design. In the case of online products, their very concept may be an innovation. If the product offers additional services to the user, these may complement the criteria for assessment

## ***Marketing and promotion***

A product's image and the way it is marketed can be of foremost importance for users and advertisers alike. They may therefore constitute additional criteria for the assessment of entries.

- For Innovation in directory and database products

## ***Innovation and creativity***

The very concept may be an innovation and the originality and creative input will be assessed. If the product offers additional services to the user, these may complement the criteria for assessment. The innovation can be an application, an enhanced search functionality or any other material or solution embedded in a directory/database which improves the user experience.

## ***Usage and Usefulness***

Searching should be simple and user-friendly. The product or the application embedded should also have a proven utility for the user. If possible, it would be useful to have information or statistics on the use patterns of the innovation and on the way it improves traffic to the directory web site and the user experience.