

# Golden Key Awards | 2021

## The Most Effective Story-Teller Award

### **Description:**

This award is for a team/individual that brought research/insights to life for the customer. The award nominee will need provide a case of how some research/analytics was presented to a client/peers that made it a "coming to life" experience for the target audience.

### **Evaluation Criteria:**

1. Presentation quality – written entry form and face-to-face presentation, Finesse, clarity and brevity.
2. Sustainability – is something that is here to stay
3. Complexity involved in making this happen
4. How innovative/path-breaking is the presentation style/method.

### **Who can apply:**

Research Agencies, Research based consulting organisations, Client organisations - private sector, Client organisations including Government Departments, PSUs, NGOs, Data collection agencies, Panel Management Companies

## Entry submission form sample

<b>1</b>	<b>Question:</b> Summary of your case and relevant prior approach(es) that were followed.
	<b>Type:</b> Text
	<b>Character Limit:</b> 1000
	<b>Image:</b> Yes , <b>Website Link:</b> Yes
<b>2</b>	<b>Question:</b> Background – Brief description of how the presentation style and approach aided the target audience (client/peers) to grasp insights.
	<b>Type:</b> Text
	<b>Character Limit:</b> 1000
	<b>Image:</b> Yes , <b>Website Link:</b> Yes
<b>3</b>	<b>Question:</b> Considerations/Approach. Indicative questions: 1. Description of the deviation from a norm in presenting the findings and summarising the insights. 2. Effort and Innovation. 3. Client/Target Audience feedback
	<b>Type:</b> Text
	<b>Character Limit:</b> 3000
	<b>Image:</b> Yes , <b>Website Link:</b> Yes
<b>4</b>	<b>Question:</b> Outcome. Indicative questions: 1. What measurable metric did the change of presentation style/technique bring to light? 2. Is the 'canned'/'template' out of the window, for good?
	<b>Type:</b> Text
	<b>Character Limit:</b> 3000
	<b>Image:</b> Yes , <b>Website Link:</b> Yes

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### Notes:

1. Text responses have a character limit and each question has a different limit. Please check it before preparing your answer.
2. **Image: Yes** – means you can upload 1 image which will be included with your text response for the particular question. Only one image can be uploaded per question. Do not add text with very small font in the image.
3. **Website Link: Yes** – means you can add 1 weblink/ YouTube video link which will be available to the jury to view when evaluating the entry
4. Sub-questions are indicative. Please only answer what strengthens your submission/ entry.