

PROFESSIONAL SERVICE MANAGEMENT AWARDS 2020

SERVICE INNOVATION OF THE YEAR

Presented to the team, individual or partnership that devised the most effective and innovative solution to a challenging service-related issue.

How do I make a nomination?

1. First, let us know [here](#) that you are entering a PSMA2020 award nomination. Please include your contact details, organisation, award category, and a brief description of the nomination (around 100 words) outlining who you are nominating and why.
2. Next, by **30th September 2020**, please provide the full written nomination, as follows:
 - Briefly describe the nominated organisation and the sector in which it operates.
 - Please give a clear and concise description of the service offering or solution and why you class it as innovative.
 - Please describe the problem this innovation tackles and the creative thinking behind the development of the solution.
 - Describe any significant challenges faced during the development/introduction of the innovation, and what lessons were learned along the way. Focus particularly on any tools or techniques that were used to overcome challenges.
 - Please give details of the benefits in terms of cost, revenue or resource (people or time) that resulted from its introduction.
 - Briefly summarise the benefits delivered through this innovation, and indicate how you might build on these achievements in the future.

You should aim for between 1500 and 2000 words, submitted in Word. You are welcome to add supporting images and/or digital content if you think it would enhance your nomination.

Please submit this information by 30th September at the latest to awards@itsmf.co.uk.

What happens next?

From the written submission our judges will select their finalists.

If you are short-listed for the awards, you will be notified by mid-October and asked to prepare a video expanding on the nomination.

The video will be used for two purposes:

- to help the judges select the winning nomination in your award category.
- to be shared as part of the PSMA2020 Awards Stream. The stream will be a major part of the content at this year's [ITSM 2020 Digital Conference](#), running up to the PSMA2020 Awards session on day 2 where the winners will be announced.

The video should be no longer than 30 minutes, but otherwise you have a free rein. It can be a presentation by the nominee, a discussion between nominee and nominator, a roving interview around your department outlining the nominee's achievements. It's up to you. We just ask that you to confirm that you are happy to share the content with other members at and after the Conference.

You are welcome to start making the video at the time that you prepare your written nomination; however, we will only use it in the Awards stream if the nominee is selected as a finalist.

Please let us know if you have any questions: awards@itsmf.co.uk

Eligibility, judging and use of content

Eligibility

All ITSM professionals are eligible for this award.

Judging

Judging will be undertaken by a group of impartial and unbiased industry professionals nominated by itSMF UK. All activities will be overseen by the itSMF UK office. Judges are ineligible to take part in any capacity, as nominator or nominee, in the award category they are judging.

Prize

The winner of the Team of the Year Award will receive:

- An inscribed trophy
- A framed Winner certificate for display
- Permission to display our Winner logo online and in email signatures until 1st January 2022.
- Recognition in all itSMF UK publications and media.

Licence to use content

By entering for these awards, the nominator confirms that the written and video content provided is available for itSMF UK to share with members and non-members via its website and online services.