



22 October 2025



Indigo at The O2

Top Tips for Submissions!

The awards are judged independently by a panel of leading figures from across the digital infrastructure industry. Judges will assess and score the submissions individually. All judges scores will then be combined and the highest scoring entries will determine the shortlists, with the winners announced on the evening of 22nd October. All submissions are assessed solely based on the published criteria and graded using a weighted points system to ensure consistency, depth of analysis and rigour. They will be reviewing a large number of entries this year and here are their top considerations when putting together your awards submission



CHOOSE THE RIGHT CATEGORY

1

Ensure you enter your submission for the correct award by reading the description of each category. If you are still unsure, email us at: **awards@capacitymedia.com**

Remember, you are not restricted to entering one category, but please ensure you complete an entry form for each specific award. Don't make the same submission across multiple categories - pick one per category.



READ THE ENTRY QUESTIONS

2

Entry questions are dependent on your chosen category, so please take care when filling out each entry. Please note, if there are insufficient submissions for an award, they may be merged with another one.



PROVIDE ENOUGH EVIDENCE

3

Substantiate your claims. Telling us how amazing you or your company is, isn't enough; showing us is even better. Make your answers convincing: these submissions are like "elevator pitches"

Where possible include as much quantitative and qualitative data. This includes facts and figures, quotes, analytic, case studies and testimonials to support your submission.

Look outside your organisation as well as internally for your testimonials. Don't forget to link your evidence or results to your company strategy summary.



DO NOT SKIP QUESTIONS

4

Every question on the submission form is scored. Leaving out just one can greatly impact your chances of winning. Answer the questions in full and in sequence.



DO NOT COPY AND PASTE

5

Don't recycle submissions from previous year(s). Judges are given a cross-section of submissions and will know if the same form has been submitted for multiple entries. Points will be deducted for submitting incomplete information or copying and pasting corporate information from websites.



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TRY NOT TO BE REPETITIVE

6

The temptation is great to say the same things over again, but before you do think: Have I already expressed this? Will this add value to my submission in any way? If the answer is no, please leave it out.



SUPPORTING MATERIALS

8

Supporting materials are strongly recommended and should illustrate and aid the narrative of your submission statement.

You are welcome to add up to 2 supporting files with your nomination awards@capacitymedia.com

This could be press releases, testimonials, articles, videos, certifications and accreditations, photos and any statistical or qualitative data to help aid your entry. Please note, these items will not be graded but might be used across Capacity online channels therefore keep in mind that any results or other sensitive information may end up in the public domain.



TAKE YOUR TIME & GET APPROVAL

7

Ensure you grant yourself enough time to submit on time. Our judges will assess your submission solely based on what is included in your entry, so take your time to read the questions properly and write in clear, concise English.

Word counts are given as a maximum, no minimum is required, so long as you present your case adequately in the words you've used. Be succinct and effective.

The Judges will be reviewing and scoring a large number of submissions, so take time to make your entry stand out from the crowd!

You can start your submission and come back to it later. You can also submit the entry and modify until submissions close.

Please note, you may only submit an entry for your own company or a company you represent. If submitting on behalf of a company then please ensure they are happy for you to do so, otherwise entries can be withdrawn.

Lastly, please ensure your company name or your nominee's name is spelled correctly, as we will refer to your submission form for trophy engraving, should you win.



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SUBMISSIONS

Enter

9

- Submissions must relate directly to achievements realized over the past 12 months (ie since July 2024): achievements that started before this date but realized within the last 12 months window are totally acceptable. Projects that have yet to be realized or have not achieved any significant and measurable milestones will be marked down.
- Provide specific proof points: facts/figures (eg revenues or percentage growth)/wins/new service/product developments/accessing new markets/increased customer satisfaction).
- Provide specific references to customer success stories (eg implementations, growth, new products/services).
- Provide specific and "spontaneous" customer quotes (ie not a pre-prepared text signed by different customers).
- Provide specific references to partner success stories (eg GTM success stories, opening accessing new markets, new customer segments, product /service/network partnerships).
- Provide specific and "spontaneous" partner quotes (ie not a pre-prepared text signed by different partners).
- Highlight points of differentiation: eg if you are providing growth in numbers of PoPs, please attempt to compare with competition or vs other market players or market median.
- Whilst not mandatory, videos do help providing they are specific to the topic of the submission.
- Refrain from copy/pasting generic or pre-prepared marketing materials that are not responsive to the question(s).
- Refrain from providing links to too many external sources: suggest no more than 2-3.
- Ensure that any links to external sources connect to content which is directly responsive to the question(s).
- Ensure that any links to external sources are current and not "no longer available".

**Due to confidentiality reasons, we are unable to share previous winning entries or examples. In addition, due to the large number of nominations received, the judges are unable to provide individual feedback.*