



PM SOCIETY
**DIGITAL
AWARDS**
2022

Launch Webinar

Any questions please feel free to add to the chat or e-mail lorna@pmsociety.org.uk after the webinar



Summary

Live on Thursday 15th September 2022

The Brewery, London

12 Effectiveness categories

3 Craft categories


3 People awards

Entry deadline - Friday 6th May - £195

Entry extension - Friday 13th May - £255

Final (final) deadline - Friday 20th May - £315


Any questions, email Lorna Milner, Awards Manager Lorna@pmsociety.org.uk
or Alexandra Hankinson, Events Manager for sponsorship Alexandra@pmsociety.org.uk





Effectiveness categories

What the judges are looking for:

- Campaign objectives and strategy (10%)
 - Tactical implementation (delivery) (20%)
 - Effectiveness of your campaign (outcomes against objectives) (50%)
 - Creativity and innovation in your content, presentation or delivery (20%)
- Brand promotion
 - HCP education, training & support
 - Healthcare charities, patient associations & the NHS
 - Patient programmes
 - Meetings & events
 - Building Digital Communities
 - Multichannel or Omnichannel Campaign
 - External Communications (Pharma or Agency)
 - Internal Communications
 - Market Access and HEOR
 - Innovation
 - Evolving Campaigns for Success (previously Long Term Campaigns)
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Craft categories

What the judges are looking for:

- Campaign objectives and strategy (10%)
 - Tactical implementation (delivery) (30%)
 - Creativity and innovation in your content, presentation or delivery (60%)
 - **No effectiveness metrics are needed**
- **Film**
 - **Animation**
 - **Innovation**



People Categories

Digital Project or Account Manager


This award is presented to someone who has shown outstanding skills in managing digital projects and leading clients through the development of one or more digital solutions during 2021/2022. The winner will have displayed excellent team working, project managing and client handling skills, have met and overcome challenges of the digital medium and have a flair for innovation and digital creativity.

Agency Digital Team

This award is presented to a Digital Team within an agency that has produced outstanding digital work across a number of projects, has shown high level team working skills, has successfully managed and responded to client needs, has met and overcome challenges posed by the digital medium and collectively have been able to achieve high quality output while maintaining innovation and digital creativity during 2021/2022.


Pharma Digital Partner (Free to enter)

This award will be presented to an individual working in the pharmaceutical or life sciences industries, that is a digital champion within the organisation, pushing boundaries, championing innovation as well as being a great agency partner, following best practice in the selection of an agency and in maintaining the ongoing working relationship to produce outstanding digital work.





Tips for putting your entry together

1. Start your entries early, you can save the entry form and come back to them later and submit
 2. Engage clients as early as possible to gain approval
 3. Look at the supporting materials required (videos, images or URL's)
 4. Any project with the same creative idea may be entered into a maximum of TWO CRAFT and TWO EFFECTIVENESS categories.
 5. Check the eligibility page and FAQs on our website
 6. Take a look at the PM Society Digital Awards 2021 results brochure
 7. Take note of the deadline dates
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Judging

60 highly skilled and experienced judges from the pharma industry with creative, digital and technical experts from agencies.


Two-stage judging process

Stage one

Judges review all entries online based on the entry criteria and finalists are selected. Finalists are advised mid-June.

Stage two

Finalists will be invited to attend online face-to-face (zoom) judging days on Monday 11th July and Tuesday 12th July. Each entrant will be given 15 minutes – 10 minutes for presenting and 5 minutes for questions from the judges. Ultimately, the judges will decide Gold, Silver and Bronze accordingly and the winners revealed at the awards ceremony.



Why sponsor the PM Society Digital Awards?

Associate your brand with the only annual Awards programme that highlights the best programmes, tools and campaigns across a range of digital activities

- Drinks table at pre-awards reception
- **NEW** - 20 second promotional video within the show
- Pre and post company promotion
- One table for 10 people included in price

Contact Alexandra@pmsociety.org.uk for a sponsor pack





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Tickets on sale end of May
Finalists advised mid June

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