WFS

WFS INDUSTRY AWARDS

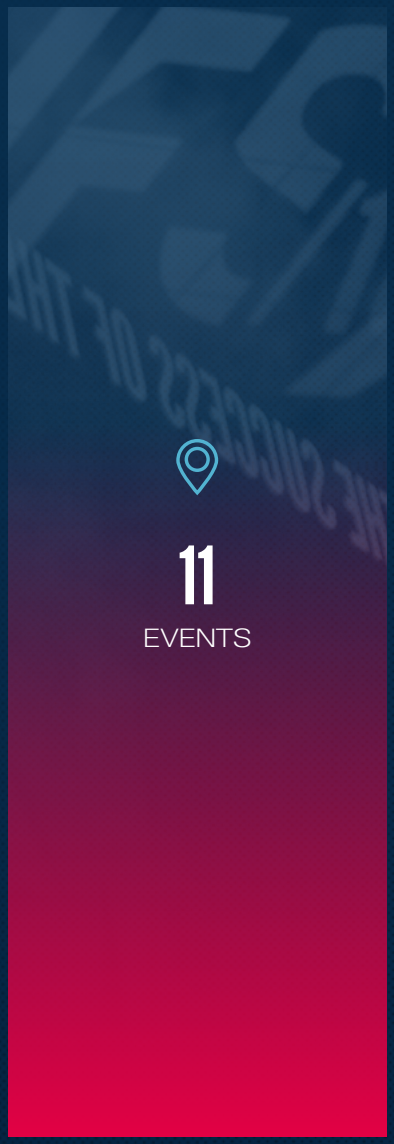
WHERE THE FOOTBALL INDUSTRY MEETS

APPLICATION GUIDELINES

22 Sep. 2021
— Madrid
Wanda Metropolitano

WFS INDUSTRY AWARDS

Since our first summit in October 2016 we have organised and brought together:



11
EVENTS

920
SPEAKERS

16,377
ATENDEES

284
CLUBS

72
LEAGUES &
FEDERATIONS

CONCEPT

The WFS Industry Awards acknowledge and reward the work done by professionals in the football industry, who in their daily lives, beyond the 90 minutes of play, make this sport a real economic engine. This event rewards the achievements of the world's leading football club manag-ers, agencies, sponsors, press, associations and NGOs.

With a distinguished jury, selected for their expertise and wide knowledge of the industry, the WFS Awards are a major networking event linked to the annual World Football Summit congress. The awards serve as a recognition to the best pro-fessionals in the global football industry, and as a marketing badge for the winners.

The WFS Industry Awards 2020 will be held online on September 22nd, 2021.

Application Period
24th June - 30th July

Jury review of Candidacies
1st - 20th August

Announcement of the 3 finalists
2nd September

Announcement of Winners
9th of September

CATEGORIES

BEST EXECUTIVE

PRESENTED BY:

NOLAN PARTNERS
LONDON | LA | NEW YORK
Executive Search in Sport & Entertainment

BEST SUPPLIER

PRESENTED BY:

SPORTSTECHX

FOOTBALL FOR GOOD

PRESENTED BY:

COMMON GOAL

BEST VENUE

PRESENTED BY:

MONDO | STADIA

BEST CLUB COMMERCIAL INITIATIVE

PRESENTED BY:

McCANN

BEST WOMEN'S FOOTBALL INITIATIVE

PRESENTED BY:

WIF WOMEN IN FOOTBALL

BEST INTERNATIONALISATION STRATEGY

BEST DIGITAL PLATFORM

PRESENTED BY:

Seven League
Accelerating Digital

OUTSTANDING INNOVATION INITIATIVE

PRESENTED BY:

N3XT SPORTS

WHO CAN APPLY

Football clubs, agencies, sponsoring brands, media, associations, NGOs, can apply according to each category.

Any person or entity can apply on behalf of another institution or executive.

HOW TO APPLY

Fill out the Candidacy Registration Form

The registration form will have pre-established questions for each category.

You may include up to 2 hyperlinks to videos, photos, or other documents that enable the jury to acquire further knowledge about the development of your initiative.

The application deadline is 30th July, 2021 at 23:59 hrs Madrid.

Contact email: awards@worldfootballsummit.com

Applications must be on initiatives completed after April 2021 (exceptions may apply, please refer to each category).

Participants of the WFS Industry Awards, when submitting their application, authorize the public, private or streaming exhibition of their applications, the use of their logo and image for the communications and advertisement purposes of the event, as well as its edition, distribution and sale, as part of the WFS Industry Awards content.

APPLICATION PROCESS

Upon receipt of the registration form, the WFS organisation will acknowledge receipt of the filled out form.

The members of the jury are experts with a relevant career in the football industry.

The jury of the WFS Industry Awards will analyse in detail each one of the applications and will issue its verdict, no appeals will be accepted.

3 finalists will be selected for each category by the jury.

In case there is a conflict of interest between a candidacy and a jury member, that jury member will not evaluate that candidacy and the average evaluation score will be computed among the other jury members of the category.

In case of a draw between two or more candidates, the method to resolve it will be:

- Higher number of 5/5 qualifications received
- In case the draw is not resolved, the organisation will ask the jury to vote again among the tied candidates.

Each finalist will receive:

- 1 invitation for WFS Europe 2021 (22-23 September, 2021)
- 3 invitations for WFS Europe 2021 online (22-23 september, 2021)

The name of the 3 finalists per category will be announced on 2nd September, 2021.

The organisation may decide at any time to change the deadlines, if this allows the same opportunities for all candidates of that same category.

WHAT MY CANDIDACY SHOULD INCLUDE

- Company name
- Contact
- Address
- Email
- Telephone
- Category:
- Initiative name:
- Initiative's description
- Goals Established
- Goals Met (Results)
- Other KPIs
- Specific questions for each category (2 – 5)
- Why should my candidacy win the award?

WHAT MY CANDIDACY SHOULD INCLUDE BY CATEGORY

Best Executive

Best Supplier

Football For Good

Best Venue

Best Club Commercial Initiative

Best Women's Football Initiative

Best Internationalisation Strategy

Best Digital Platform

Outstanding Innovation Initiative

BEST EXECUTIVE

PRESENTED BY:

NOLAN PARTNERS
LONDON | LA | NEW YORK
Executive Search in Sport & Entertainment

DIRECTED TO:

The executive who has made a change for the benefit of the institution, has made the most efficient use of its resources and has achieved greater impact according to their capabilities.

WE WILL EVALUATE:

- Financial management
- Operational management
- Sports facilities
- Investment

CATEGORY SPECIFIC QUESTIONS:

Which KPIs demonstrate an efficient and exemplary management from the executive?

Describe the initiative's impact in society

Describe how athe executive implemented breakthrough initiatives, by innovating and setting a trend within the football industry

APPLY HERE

BEST SUPPLIER

PRESENTED BY:

SPORTSTECHX

DIRECTED TO:

Companies that provide products or services to the football industry.

* The company may be a supplier for different football clubs or sport disciplines.

WE WILL EVALUATE:

- General description of the company
- Specific description of the product or service
- Results obtained through the implementation of the product or service

CATEGORY SPECIFIC QUESTIONS:

Describe how your product / service is innovative

Describe how your product or service has helped your clients improve their performance

Give an example of a success case with a client of yours

Share some key metrics that define your growth: revenue, number of clients, number of users etc.

What innovation can we expect from you in the near future

APPLY HERE

FOOTBALL FOR GOOD

PRESENTED BY:

COMMON GOAL

DIRECTED TO:

Clubs, club foundations, institutions, NGOs or companies that promote social change through football.

WE WILL EVALUATE:

- Creativity of the initiative
- Social impact
- Repercussion
- Originality
- Management of resources obtained with the initiative*

* If the club collaborates with an external entity (foundation), the recognition will be awarded on behalf of the two institutions.

CATEGORY SPECIFIC QUESTIONS:

Describe how your initiative is innovative

Describe the initiative's impact in society

Describe how this initiative can be replicated in the future

Describe how effectively has the organisation allocated its resources for this initiative

Describe the overall sustainability of the initiative

APPLY HERE

BEST VENUE

PRESENTED BY:

MONDO | STADIA

DIRECTED TO:

Stadiums and sport facilities.

WE WILL EVALUATE:

- Fan Experience (in the stadium or through new technologies)
- Changes in infrastructure
- Technological advances (Connectivity)
- Match day operations
- Access
- Personalized attention
- Comfort - Catering
- Security

CATEGORY SPECIFIC QUESTIONS:

Describe how the venue delivers a better and innovative Fan Experience to its attendees

Describe the venue's structural changes and last season improvements

How is this a connected stadium?

Can the venue host other types of events other than football matches? Please describe.

Describe the venue's uniqueness in terms of comfort, catering, security, access to the stadium and mobility inside the stadium

APPLY HERE

BEST CLUB COMMERCIAL INITIATIVE

PRESENTED BY:

McCANN

DIRECTED TO:

The commercial initiative of a club that has allowed an increase in income.

Examples of initiatives that may be presented as candidates: Fan Engagement, Social Networks, members, ticketing, friendly matches, equipment, licenses, among others.

WE WILL EVALUATE:

- The creativity of the initiative
- The efficiency in achieving the pre-set results
- Increase in club's income
- Impact

CATEGORY SPECIFIC QUESTIONS:

Describe how the initiative has increased fan engagement

Describe how the initiative has increased the club's commercial income

APPLY HERE

BEST WOMEN'S FOOTBALL INITIATIVE

PRESENTED BY:

WOMEN IN FOOTBALL

DIRECTED TO:

The company or institution whose performance or initiative has contributed in an outstanding and relevant way to promote the development and growth of women's football, on a professional level, achieving notoriety and a certain projection that inspires new generations to practice it and audiences to follow it.

WE WILL EVALUATE:

- Repercussion and notoriety of the initiative or project:
- ROI in communication, RRSS and Media tools to take action and carry on the initiative
- Overall contribution to the growth of the women's football industry
- Incentive to the practice of women's football
- Social impact on women's football
- Sustainability of the action or initiative on a longterm period
- The efficiency in achieving the preset results

CATEGORY SPECIFIC QUESTIONS:

Describe the impact your initiative has had in the media

Explain how your initiative has helped women's football grow and expand

Explain how your initiative has impacted your local community for the better

Describe how you are planning to continue your initiative in the long term

APPLY HERE

BEST INTERNATIONALISATION STRATEGY

DIRECTED TO:

The company or institution which has expanded its business internationally.

WE WILL EVALUATE:

- Presence in new markets Business scalability
- Brand expansion
- New sources of income
- Business diversification
- Use of technology involved to develop and implement the strategy CSR initiatives involved in this strategy

CATEGORY SPECIFIC QUESTIONS:

Describe how this strategy has led to be present in new markets, has helped to expand the brand's presence.

Is the current business scalable? How? Or has the business diversified?

Which are new sources of income?

How has technology helped develop & implement the strategy?

Which CSR initiatives are included in the strategy?

APPLY HERE

BEST DIGITAL PLATFORM

PRESENTED BY:

Seven League
Accelerating Digital

DIRECTED TO:

Football teams, leagues, federations, NGOs and sponsors that have developed or launched a digital product or platform.

WE WILL EVALUATE:

- User experience
- Innovation & technology
- Originality
- ROI
- Benchmarking against other similar platforms
- Audience and industry impact
- Targets vs results
- Research that went into the product or platform
- Commercial impact

CATEGORY SPECIFIC QUESTIONS:

What was the brief and what made this a complex or challenging task?

Describe the impact on your audience and how it has affected fan engagement or fulfilled a need

Describe the product or platform's impact on your organisation

Describe how it is aligned to your overall digital strategy

Describe how the initiative can be built upon and extended in future years (futureproof)

Describe how the initiative was effectively budgeted and project managed

APPLY HERE

OUTSTANDING INNOVATION INITIATIVE

PRESENTED BY:

N3XT SPORTS

DIRECTED TO:

Football rights holders: clubs, federations, and leagues, that have recently implemented an innovative initiative with demonstrated new value generated. The Initiative must have formally begun within past 2 calendar years of award year (after 2018), and may either be completed or ongoing.

WE WILL EVALUATE:

One or several of the following attributes must be present, where some combination of innovation, technology, digital, or data strategy was applied in the initiative:

- Implementation of data and analytics strategy
- Digital transformation process to show added value to fans and followers
- Holistic nature of the initiative
- Demonstrated results earned with longer term growth planned
- If technology features prominently, the market for the technology
- Uniqueness of initiative
- Scalability of initiative
- Disruption potential of initiative

CATEGORY SPECIFIC QUESTIONS:

Brief summary of strategic plan

Summary of results gained through initiative

What sets your initiative apart?

Describe how the initiative came to exist.

What value has your initiative produced?

Read more... →

OUTSTANDING INNOVATION INITIATIVE

PRESENTED BY:

NEXT SPORTS

How aligned is your initiative with the larger corporate strategy and what has been the impact of its implementation?

How have the development and results of the initiative deviated from the original plan?

At what stage of the life-cycle is your initiative and what are the plans for the future?

Describe the balance of input resources needed and outcomes produced.

APPLY HERE

WFS INDUSTRY AWARDS

BEST EXECUTIVE

2020

2019

2018

2017

BEST SUPPLIER

2020
horizm
2019
ELEVEN
2018
Beyond 90
2017
GOLSTATS

FOOTBALL FOR GOOD

2020
DREAM A DREAM
2019
2018
FUTBOLMAS
2017
gol&paz

BEST VENUE

2020
allegiant stadium
2019
Mercedes-Benz STADIUM
2018
WANDA METROPOLITANO
2017
SAN MAMES

BEST CLUB COMMERCIAL INITIATIVE

2020
2019
RACING
2018

BEST WOMEN'S FOOTBALL INITIATIVE

2020
VISA
2019
#Voice4voiceless
2018
IBERDROLA

BEST INTERNATIONALISATION STRATEGY

2020
RCCelta
2019
LaLiga

BEST DIGITAL PLATFORM

2020
BUNDESLIGA
powered by aws

OUTSTANDING INNOVATION INITIATIVE

2020
Santander

BEST MALE PLAYER

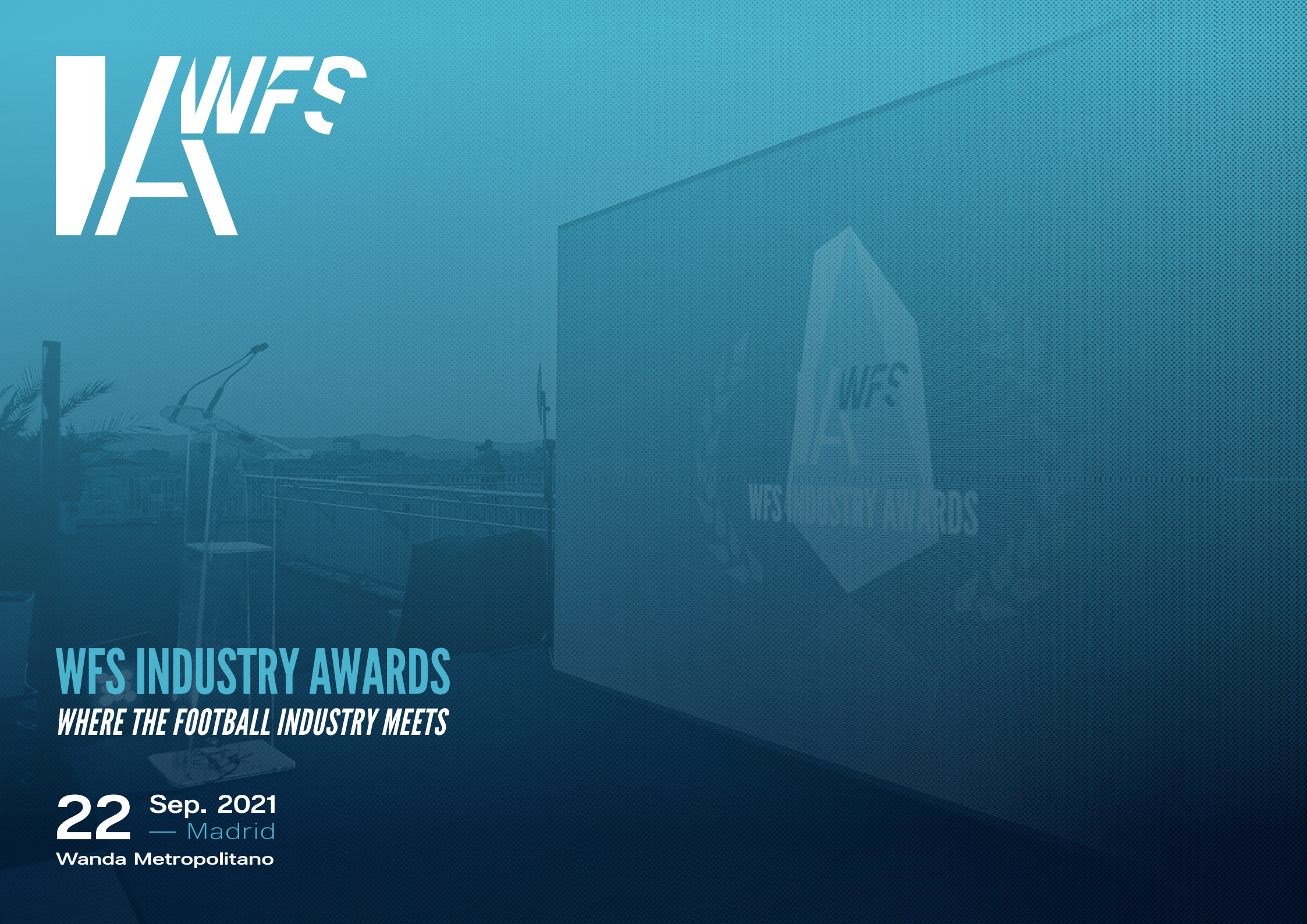
2020

BEST FEMALE PLAYER

2020

HALL OF FAME

PAST CANDIDATES



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