



British Data Awards

Media Pack 2021

Introducing the British Data Awards



Organisations of all shapes are busy developing innovative and sophisticated ways of changing the world around us with the power of data.

Whether you're a fresh-faced start-up or a global giant, the British Data Awards aim to discover and celebrate your **data success stories.**

Why should you get involved?

If your team is innovating with data, then we'd love for you to take part in the British Data Awards 2021.



Promote your organisation to a wide audience

Being named a Finalist or indeed a Winner will help to raise the profile of your organisation across a range of stakeholders including customers and partners.



Receive great PR

We'll be profiling our winners and issuing a press release to help promote the winners of the British Data Awards 2021.



Promote the UK as a data leader

By taking part and sharing your data success stories you'll be helping to showcase the UK as a global leader.

Key dates & entry process

The entry process and key dates for the British Data Awards is outlined below:

Key Dates

Entry Process



1st February 2021
Nominations Open



[Use this link](#) to access the nomination form.

19th March 2021
Nominations Close



Complete the nomination form by midnight on the 19th March.

9th April 2021
Finalists Announced



Judges will review each application in late March to help determine the Finalists and Winners in each category.

4th May 2021
Winners Announced

The British Data Awards 2021 aim to celebrate a wide range of organisations via the below categories:

Overall Awards

- Innovation of the Year
- Start-Up of the Year
- SME of the Year
- Large Company of the Year
- Data for Good Initiative of the Year
- Marketing Campaign of the Year

People Awards

- Data Leader of the Year
- IT Security Leader of the Year
- Technology Leader of the Year

Sector Awards

- AI Company of the Year
- Analytics Company of the Year
- Healthcare Organisation of the Year
- Manufacturing Company of the Year
- Not-For-Profit of the Year
- Professional Services Firm of the Year
- PropTech of the Year
- EdTech of the Year
- Retail Company of the Year
- Technology Company of the Year

How can my organisation be nominated?

Please [use this link](#) to complete and submit the nomination form.

Can we submit entries for multiple categories?

Each organisation can submit entries for up to 2 categories.

What costs are involved?

There are no costs. We want to discover and celebrate the best uses of data.

When is the deadline for submitting a nomination?

All entries must be submitted by midnight on the 19th March 2021. No entries received after this date will be presented to the judges.

When will the Finalists and Winners be announced?

Finalists will be announced on the 9th April 2021. Winners will be announced on the 4th May 2021.

How are Finalists and Winners decided?

Each entry will be reviewed by our panel of judges. The results of the judging process will determine which organisations are announced as Finalists and Winners.

Meet the judges



Neil Carden
Managing Director, Merkle Aquila



Jason Johnson
Co-Founder, Predatech



Mahana Mansfield
Data Science Director, Deliveroo



Tej Parikh
Chief Economist, Institute of Directors



Harriet Rees
Head of Data Science, Starling Bank



Dr Jo Watts
CEO & Founder, Effini

Who runs the British Data Awards?



Predatech was launched to **help businesses turn the tide on the growing cyber security threat**. We do this by promoting security best practices and helping clients to discover and remediate weaknesses in their existing security posture.

We offer a range of testing services from vulnerability assessments to penetration testing to help meet your business needs.

Securing businesses and their data has given us a deep understanding and appreciation of the way data can be used to change our everyday lives. This has led us to launch the **British Data Awards**.

Contact details

For any questions about the British Data Awards
please contact us using the details below.



predatech.co.uk/british-data-awards



@BritDataAwards



Michael Fotis, Co-Founder

E: michael.fotis@predatech.co.uk

T: 0178 441 0011

