

NEW TECHNOLOGY AWARD IMPORTANT INFORMATION REGARDING YOUR SUBMISSION

This new category has been designed to recognise newsagents for their support and growth within the non-traditional market of “New Technologies”. New Technologies refers to products such as PrePaid Telecommunications, Digital Media, Consumer Electronics, but also the use of technology to help newsagents improve their business.

A nominating newsagent is required to complete her/his submission addressing all criteria and put forward the nomination by the nominated date.

ENTRY REQUIREMENTS

There is to be 3 Finalist newsagencies from Victoria for the Technologies Award chosen by Jenlist Distributors. The finalists will be assessed against specific criteria and one will be elected as the Winner for the Technologies Award.

SUBMITTING AN ENTRY

A soft copy/electronic copy may be emailed to cioannou@vana.com.au or document on CD or hard copy can be mailed to VANA Ltd – 806-810 Nicholson Street – North Fitzroy VIC 3068.

DUE DATE

**ALL ENTRIES MUST BE RECEIVED NO LATER THAN
CLOSE OF BUSINESS ON
FRIDAY 22nd JANUARY 2010**

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CRITERIA

NEW TECHNOLOGIES AWARD

EXCELLENCE IN CUSTOMER SERVICE	20%
<p>You should describe in this section the different ways in which you go about providing outstanding customer service. Including what tools/sources of information you have on hand to help with customer queries ie brochures, websites, phone numbers etc</p>	
MARKETING AND PROMOTIONAL INITIATIVE	20%
<p>You should describe in this section the different ways in which you have marketed and promoted “New Technology” products within your store. Specific mention can be made to different supplier promotions that you have participated in or any other ways you have communicated that you stock these products ie letterbox drops etc</p>	
INNOVATION AND PRESENTATION	20%
<p>This area covers the presentation of “New Technology” products in your store and the innovative ways in which you present and display your stock ie POS (point of sale), fixed display areas (cabinets) etc. This is where good photos play a large role in impressing the judges. You should provide quality, colour photos of the inside and outside of your store highlighting the best fixtures and displays you have for “New Technology” products. Also include any N signage you have.</p>	
COMMITMENT AND INVOLVEMENT IN NEWSAGENCY INDUSTRY	20%
<p>In this area you would describe how you show your commitment to our industry. This can include attendance at various Newsagency industry functions including state conferences, national conventions, association meetings, training courses and other community events that highlight your Newsagency.</p>	
USE OF TECHNOLOGY WITHIN YOUR BUSINESS	10%
<p>In this area you would describe how you use technology and reports to manage and improve your business using your point of sale system; electronic data interchange, email and / or any other technology means.</p>	
PRESENTATION OF YOUR SUBMISSION	10%
<p>This is where you should impress the judges with bright colourful photos, a written submission typed up on quality paper all displayed in a professional colour binder or folder or photo album. Your submission could also be a “webpage” design or a PowerPoint presentation. The choice is yours.</p>	

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