

INSIDER  
TIPS  
to improve  
chances of  
winning the  
Awards

# MPE AWARDS

## 2022

### JUDGES COMMITTEE





# INSIDER tips from the MPE2022 Awards judges:

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Tip 1 – **Be selective** (Firstly think about the category description, why are you entering this category?)

Tip 2 – **Read the criteria closely**

Tip 3 – **Great content** (Leverage the art of storytelling with numbers)

Tip 4 – **Answer the questions** (Respond directly and to each of the criteria)

Tip 5 – **Include proof points** (data metrics, customer testimonials)

Tip 6 – **Sell your entry** (enter a competition with the mindset of winning)

Tip 7 - **Improve your chances by entering a couple of award categories**

I'M JUDGING

**MPE AWARDS**   
2022

**VOLKER SCHLÖNVOIGT,**  
Principal, Edgar, Dunn & Company



**What's it like to be  
a MPE awards judge?**

*“A lot of fun.  
Learning about companies and their  
propositions is also beneficial for my  
day-to-day work.”*

**My TIP for an IDEAL SUBMISSION:**

*“Respond directly and to each of the criteria used for evaluation”*

**MY RECOMMENDATION for companies entering the MPE Awards:**

*“The value of data metrics and customer testimonials is high  
and really makes an impact when assessing the application”*

I'M JUDGING

**MPE AWARDS**   
2022

**ROGER ALEXANDER,**  
Expert (Co-Chair), Valitor



**What's it like to be  
a MPE awards judge?**

*“As Judges we are privileged to see both the innovation taking place in our industry as well as the emphasis on quality service; we learn a great deal from the entries and that includes them all not just those lucky enough to make the final 3.”*

**My TIP for an IDEAL SUBMISSION:**

*“Remember, as you develop your entry, to focus on the criteria associated with the category which will be used as the basis for the Judges’ scoring”*



MERCHANT  
PAYMENTS  
ECOSYSTEM  
BERLIN JULY 5-7, 2022

ADVISORY  
BOARD  
MEMBER

**NEIRA JONES,**

Independent Advisor & International Speaker

CHAIR OF THE JUDGING PANEL  
FOR **MPE AWARDS** 2022 🙌



**What's it like to be  
a MPE awards judge?**

*“It is an honour and privilege to be  
a judge for the MPE awards, and  
to be able to witness how this industry  
continues to thrive”.*

**My TIP for an IDEAL SUBMISSION:**

*“Answer the specified questions. Submissions that read like a marketing pitch and make no reference to the questions make it very difficult for judges to compare entries, and these are generally marked down”.*

**MY RECOMMENDATION for companies entering the MPE Awards:**

*“When entering in multiple categories, make sure the entries are tailored to each category. Submitting the same entry for multiple categories doesn't go down well with judges, as the assessment criteria are different.”*

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**MPE AWARDS** 2022 

**MÉLISANDE MUAL,**  
Managing Director, Publisher, The Paypers



**What's it like to be  
a MPE awards judge?**

*"It is an honour to be an  
MPE awards judge and have  
the opportunity to review  
so many cool companies."*

**My TIP for an IDEAL SUBMISSION:**

*"It may sounds like a no-brainer: read the instruction, and include the "Measurable criteria" in your submission"*

**MY RECOMMENDATION for companies entering the MPE Awards:**

*"Back your story with quantitative and qualitative data and include some customer testimonials (what problem did you solve for them, what value did your company added)"*

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**MPE AWARDS**   
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**MARK McMURTRIE,**  
Director, Payments Consultancy Ltd



**What's it like to be  
a MPE awards judge?**

*"As a MPE judge I enjoy  
learning about new companies and  
payment solutions and hearing the views  
of my peers on why they should be winners."*

**My TIP for an IDEAL SUBMISSION:**

*"Your chances of winning an award will increase if your submission is well laid out, answers all of the questions and includes metrics to back up any claims".*

**MY RECOMMENDATION for companies entering the MPE Awards:**

*"Improve your chances by entering a couple of award categories, but always tailor submissions to each category and answer all of the questions asked".*

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MPE AWARDS

2022



**JANUSZ DIEMKO,**  
Payments Consultant, Angel Investor



**What's it like to be  
a MPE awards judge?**

*“Exciting  
to be part of the  
judging committee again.”*

**My TIP for an IDEAL SUBMISSION:**

*“Enter in the most appropriate category, with a concise submission, submitted in 1 document including all materials and info including video, references, case study and testimonials all tailored to the category making it simple for the judges to understand the reasons you should win.”*

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**MPE AWARDS**  
2022



**GARY MUNRO,**

Principal Consultant, Consult Hyperion



## What's it like to be a MPE awards judge?

*“Being an awards judge is both hard work and rewarding at the same time. It's great to see the payments industry advance, to be involved in looking at the players who are innovating and providing them with the recognition that they deserve.”*

### **My TIP for an IDEAL SUBMISSION:**

*“Understand the criteria the judges are using in the awards and ensure you hit the sweet spots.”*

### **MY RECOMMENDATION for companies entering the MPE Awards:**

*“The MPE Awards are judged by industry experts, who are looking for excellence in each category. Take time to complete your entry, matching the criteria the judges are looking for in each category, don't just send us your product flyer, tell us why you are the leader in the category you enter”.*



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BERLIN JULY 5-7, 2022

ADVISORY  
BOARD  
MEMBER

**DAVID PARKER,**  
CEO, Polymath Consulting

I'M JUDGING **MPE AWARDS** 2022 🙌



**What's it like to be  
a MPE awards judge?**

*“Hard work,  
lots of fun,  
and an amazing opportunity  
to judge the best in the industry.”*

**My TIP for an IDEAL SUBMISSION:**

*“Give real data not % increases. No data and your chances of winning reduce substantially*

**MY RECOMMENDATION for companies entering the MPE Awards:**

*“Give real data and make sure you look at the award criteria and ensure you address each award criteria in your answer”.*

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**MPE AWARDS**  
2022



**CLAIRE MASLEN,**  
Chief Marketing Officer, Consult Hyperion



## What's it like to be a MPE awards judge?

*"It's actually a privilege to be involved. Getting to work with other judges across the industry and having the opportunity to review the entries, gives a sense of how the market is evolving. It's hard work and a responsibility, but one that is very rewarding."*

### **My TIP for an IDEAL SUBMISSION:**

*"Firstly think about the category description and build that into your submission. Why are you entering this category? Can you really make your entry stand up against the (unknown) competition? And finally, provide evidence!"*

### **MY RECOMMENDATION for companies entering the MPE Awards:**

*As judges we see hundreds of entries which are cut and paste or just press releases. We can read that from your websites!! Evidence is great, testimonials, as well as data, really help. Awards are a serious business so we like to see entries that have some thought behind them.*

I'M JUDGING

MPE AWARDS

2022



**ANDRÉA TOUCINHO,**

Director of Studies, Prospective and Training, Partelya Consulting



**What's it like to be  
a MPE awards judge?**

*“To be a MPE award judge implies a real knowledge of the realities of payments ecosystem, at a European and international level, in addition to a real capacity of neutral and objective analysis.”*

**My TIP for an IDEAL SUBMISSION:**

*“An ideal submission comes from a company that demonstrates its capacities in the field of innovation not just for a technological purpose but also to give a real service for the benefit of the ecosystem and the society.*

**. MY RECOMMENDATION for companies entering the MPE Awards:**

*My recommendation is to give a concrete explanation of the solution and the strategy, including if possible key figures, use cases, client testimonials for a real pragmatic approach*

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**MPE AWARDS**   
2022

**ALEX ROLFE,**  
MD, Payments Cards and Mobile



What's it like to be  
a MPE awards judge?

*"Tiring"* 🤔

**My TIP for an IDEAL SUBMISSION:**

*"Read the criteria for the award you are entering and complete the application according to the criteria set...NOT the one you want to see."*

**MY RECOMMENDATION for companies entering the MPE Awards:**

*It's a very competitive award...if you are entering it, make sure you give the application 100%.*

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**MPE AWARDS**  
2022



**EMILIA D'ANZICA,**

Founder, Customer Success Consulting, GrowthMolecules



**What's it like to be  
a MPE awards judge?**

*“Exciting to learn about  
the global companies entering  
the competition as they  
are transforming the merchant payment  
ecosystem.”*

**My TIP for an IDEAL SUBMISSION:**

*“Leverage the art of storytelling with numbers when submitting your MPE Award Application. When you put your audience at the centre of your story, they can better immerse themselves into understanding why your team should win the 2022 distinction.”*

**MY RECOMMENDATION for companies entering the MPE Awards:**

*“Carefully review each category and select the ones you are prepared to win. Always enter a competition with the mindset of winning”.*

I'M JUDGING

**MPE AWARDS** 2022 

STANLEY SKOGLUND



**What's it like to be  
a MPE awards judge?**

*“An honour to help promote  
best practice in a very product  
and service saturated industry.”*

**My TIP for an IDEAL SUBMISSION:**

*“A clear and succinct description of the product value or enhanced overall service profitability”*

**MY RECOMMENDATION for companies entering the MPE Awards:**

*“Capture quantitative data that can be used as a comparator and use anecdotal data to highlight USPs or sweet spots.”*

# MPE AWARDS

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# 2022



SUBMIT YOUR ENTRY  
by May 13, 2022

<https://www.merchantpaymentsecosystem.com/awards>