

Last call to Digital innovation to get rewarded at the European Digital Mindset Awards 2018

The awards aim to reward the most outstanding projects and professionals in the field of digital transformation and digitization

Projects, ideas, campaigns, startups and executives could apply till next 27 of April and the awards ceremony will be celebrated on 23rd of May in Madrid

Madrid, xx April 2018 - DES, Digital Enterprise Show, the world's largest international event on digital transformation, which takes place in Madrid (Spain) during the 22, 23 and 24 of May, calls for the third edition of the European Digital Mindset Awards. These Awards are set to recognize the most innovative projects, leadership and digital transformation cases that present a disruptive and innovative approach to customer experience, IT Management and new digital business models.

The European Digital Mindset Awards are aimed at all companies, business schools, researchers, analysts, journalists, start-ups, accelerators, technologic parks, innovation centers from all over the world. To enter in the running Awards proposals, the organizations or stakeholders must be submitted electronically via this website before 27 of April: <https://www.des-madrid.com/network-activities/european-digital-mindset-awards-application/>

The candidates that will be considered must be held in one of the following categories: **Best Digital Leader Executive**, which recognizes the top management leader of any company that is leading the Digital Transformation of its organization; **Digital transformation Enterprise**, to the company that better executed the change from the traditional to the digital business model or that better combined both models successfully; or **Best Digital Disruptor Start-Up**, which puts the spotlight on start-up with the highest impact in a sector based on an innovative and/or disruptive business model. Along with these categories, European Digital Mindset Awards covered also, **Best journalistic work**, which recognizes the outstanding journalistic work covering issues of showing the impact of Digital Transformation in society or a specific industry; and **Best Digital Campaign**, which bring together the best advertising campaign based on digital channels and platforms.

Values such as innovation, leadership, disruption or strategy will be valued by an international jury comprised of experts and leaders, recognized for the application of technologies to business.

Transformity, SwissCognitive, Everis or Ferrovial are some of the companies that were awarded on previous editions with these awards which will take place during DES2018 the largest global event of digital business.

The winners will be announced during the European Digital Mindset Awards Gala Dinner Ceremony to be held on May 23, 2018 in Madrid and chaired by the main members of the international technology industry.

About DES - Digital Business World Congress

DES - Digital Business World Congress is the leading event in Digital Transformation that offers CEOs, CIOs, CDOs, CMOs, political leaders and HR departments, and together with the cutting-edge technology companies, the most innovative products and solutions as well as the skills required to help European SMEs and large corporations join the digital transformation. This includes technological solutions to improve the customer experience, operational processes and business models of all industries.

Press contact:

Juliana Lorenzo. jlorenzo@tinkle.es / press@des-madrid.com
(00 34) 917 69 15 31 – (00 34) 673 270 351

Press accreditation: <http://tickets.des-madrid.com/press/>

More information: www.des-madrid.com