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Executive Summary

This documents provides basic information on the progress made in the launch of the 2003 European Best Global Website award.

It contains information on the current status of the award.

It contains information on the areas still to be agreed upon.

It contains details of the format of the award.

Europe's Best Global Web Site is an annual, award for Europe's most innovative web site in relation to multilingual and multi cultural issues. This award should serve to highlight the capabilities of a truly globalised website and show the increased effectiveness and profitability of this style of websites over other non-globalised ones. This is an annual, industry sponsored award and invites individuals who have designed a website on a relevant theme within the past year to submit their work for consideration. A panel of academic and industry experts will judge the applicant websites and grade them according to various criteria.

Most of the specifics of the award have not been agreed upon at this time, however certain aspects of the prize have been confirmed. A special emblem or logo will be awarded to the winning website and a runner up logo will be awarded to ten runners up for their exclusive use. They will be able to use these logos in all their correspondence, promotions and advertising, to draw immediate recognition to their achievements in the eLocalisation area. This logo will relay the information that the website in question has reached the highest degree of excellence in multicultural and global digital publishing, a fact that will have been acknowledged by ELECT and all its partners in the localisation industry.

The winning website shall be announced at an awards ceremony at the LRC Localisation Conference 2003 where the designers of the top five websites will each be invited to present a walkthrough of their sites. Proportional expenses will be paid for these attendees. During their presentation they will give insight into the different multilingual and multicultural aspects of their sites and explain their localisation strategy and why it was chosen, along with mention of any special or interesting technologies, or innovative uses of standard technology. Following these presentations the judging panel shall make their final decision and the award shall be presented at a special awards ceremony later in the evening. The presentation could possibly take place at the same ceremony that presents the best Thesis and Localisation Scholar awards.

In addition, the winning website, ten runners up and the sponsor will be invited to attend an eLocalisation workshop with the LRC. A certain amount of publicity will be accorded to the winner. Advertisements in the press are a strong possibility, there will certainly be publicity in the 'Localisation Focus' magazine, the winner and the sponsor will be the subjects of an article and/or business profile in the issue of the magazine published after the conference. Another option would be links and reviews on ELECT, LRC and, hopefully, the sponsors' websites. There will also be a press release giving details of the winner and thanking the sponsor for their involvement.

In addition to the Best Global Website award the LRC plans to design and create, in 2003, a second tier award. This award would not be quite as prestigious as the Best Global Website award but could be awarded to all websites that fulfil a set of pre-agreed criteria. The criteria for this scheme would stem from a self-assessment section of the ELECT website, but would of course involve independent confirmation of compliance with these criteria. This award would be comparable to a 'Quality Assurance' stamp that qualifying websites could display to show that their websites are optimised for accessibility by international customers.

This is the inaugural year of this award and is also the first time that ELECT has created an award that will be directly targeted at the commercial sector. This award has been provisionally announced on the ELECTOnline website but this announcement contains outdated information and as such does not give a true representation of the final format of the award. This information will be updated as concrete details become available.

At the moment ELECT is actively seeking sponsorship for the Best Website award and has prepared a Sponsorship Strategy Report that will be sent to prospective sponsors in an attempt to raise interest in the award. Due to the fact that ELECT has little or no previous experience in marketing an award to the commercial sector it is hoped that the sponsor of the award will provide assistance in this area. ELECT is currently corresponding with an interested

company that would be perfect in this role. The interested company is one of the five biggest marketing firms in the world and as such would be ideally suited to the task at hand.

Once a sponsor is confirmed promotion of the award can begin in earnest and a timetable can be put in place. The judging panel can then be selected and final criteria agreed upon. Elect envisions the closing date for entries to be in mid-September and then judging can take place up until November. We hope to get the sponsorship for the award confirmed within the next few weeks and then the marketing campaign can be put into action.