

Digital Enterprise Show awards the best projects on Digital Transformation

Call for awards are open for the European Digital Mindset Awards, rewarding the most stunning leading projects and professionals in digital transformation and will be chosen by an International Committee of Experts

Madrid, April, 12th 2016. - **Digital Enterprise Show** (DES2016), the Global Leading event on Digital Transformation that will be held in Madrid on **May 24th, 25th and 26th**, has opened the deadline for submitting nominations for the first edition of the *European Digital Mindset Awards*.

These awards are set to recognize the work, leadership and transformation that stand out in the business and economic world nowadays and are aimed to the best of companies from all over the world.

The proposals that will be considered to participate in the awards must be in the framework of the following topics and categories:

- » **Best digital leader executive of 2016**, *prize to the best President or CEO of any company that is leading the Digital Transformation of its organization and had stunning results, improving the value of the share.*
- » **Best digital transformation enterprise**, *prize to the company that better executed the change from the traditional to the digital business model or that better combined both models with success.*
- » **Best journalistic work on digital transformation**, *prize to the best journalistic work that shows the impact of the Digital Transformation in a specific industry or in an economic region.*
- » **Best digital campaign**, *prize to the best advertising campaign based on digital channels and platforms with more impact and results during the last year from public to private sector.*
- » **Best digital disruptor start-up**, *prize to the start-up with a high impact into the sector that represents thanks to its business model and with a higher projection during the upcoming years*

All entries should be submitted electronically before April 29th, 2016 via [Digital Enterprise Show website](#)

Competing proposals will be evaluated by the Steering Committee in terms of innovation, leadership, disruption or strategy and making a pre-selection of five award candidates per category. The prize winners will be announced during the European Digital Mindset Awards Gala Dinner Ceremony to be held on May, 25th in Madrid.

Check out the rules of the competition [here](#)

What is *Digital Enterprise Show*?

Digital Enterprise Show is the leading event in Digital Transformation that brings CEOs, CIOs, CDOs, CMOs, political leaders and HR departments together with the most innovative tech companies and consultancy the most cutting-edge technology solutions and products to guide European large corporations and SMEs to the Digital Transformation. This includes technological solutions to improve their businesses customer's experience, operational processes and business models from all industries.

The 6 main business areas to highlight at *Digital Enterprise Show* (DES2016) are: Cloud, Mobile, Big Data & Analytics, Social Business, Cyber security and Internet of Things. Thanks to the 200 top tech companies in Networks, Connectivity, Digital Transformation and Business Accelerators, Madrid will host during *Digital Enterprise Show* more than 18.000 business leaders and executives looking for solutions to become more competitive in the digital era. More than 160 tech companies will show up their innovations at DES.

Furthermore, a *Masterminds Congress* will transfer the digital skills needed with content exclusive to each profile of the company. More than 300 speakers are going to show the path to business leaders and European political leaders, to help them think long-term digitally.

Digital Enterprise Show has the support of the Secretary State for Telecommunications and Information Society (SETSI), the Community of Madrid and the City Council of Madrid with the aim to become Madrid in the worldwide capital city in digital business. Moreover, DES2016 has the support of the international Trade Offices from ICEX to help them promote the event in a double meaning: to attract top tech companies that want to increase their sales in the European market; and on the other hand to help Spanish IT sector to export their businesses and expand internationally.

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