

How the judging works

We have created a judging system that is simple and unbiased. We pick between five and ten judges who are based around the awards area.

The judges are independent and don't know who the other judges are. All judging is done online. The judges each receive judging guidelines and instructions.

The judges confidentially get a copy of all entries and a voting spreadsheet. Each judge has up to 100 votes per entry, so if there are six judges that's up to 600 votes per entrant. This figure is high to ensure we have clear cut winners rather than a tie.

The judges fill in their voting spreadsheet and email it back by the deadline they are given. Their voting spreadsheet is copied onto the master voting sheet which adds up the total scores per entrant. That gives us the winners in each category.

One other thing. We never have a judge voting who has any financial or family links with an entrant. Also, we don't have a judge who is involved in any type of business that competes with any of the sponsors.