



JUDGES' CODE OF CONDUCT FOR SOUTH AFRICAN LOYALTY AWARDS

The South African Loyalty Awards has been developed specifically for the South African market with a vision of becoming the centre of excellence in the loyalty industry.

The awards aim to recognise, reward and inspire innovation in customer loyalty across all industry sectors. The role of the judging committee is, therefore, crucial to ensuring the awards are conducted in a manner of utmost integrity and of an unbiased nature.

In order to ensure our judging process is of the highest standard, fair and unbiased, we require the co-operation and adherence to the judging code of conduct stimulated below.

Judging commences after the application date closes on 30 June 2021 and will be processed in 3 key stages:

1. Truth to shortlist applications to a maximum of 10 per category
2. The judging committee will evaluate entries, remotely in August 2021
3. The judging panel meet face to face on via online links in early September

Judges of South African Loyalty Awards 2021 should take note of the following:

- Judges are required to declare any potential conflict of interest to South African Loyalty Awards 2021. This includes any situation in which you have a private or commercial interest that may influence the results or objectify exercise of his or her duties
- The information received by the judges is to be kept strictly confidential both before and after the event. All information gained throughout the judging process, the entrants and their submissions, is under no circumstance to be disclosed to anyone. Permission to do so must be granted from South African Loyalty Awards 2020 and the entrant



- This also includes communicating anything related to the awards with individuals in the participating organisations and other judges prior to the main judging day
- Judges are required to familiarise themselves with the requirements of entry for the awards including the stipulated format for entries
- Judges are required to inform us of any attempt of participating organisations contact with them with regards to the awards
- Judgement will be made on the entries based on the information provided in the submitted application only
- Judges are welcome to discuss with Judging Chair, Amanda Cromhout, prior to the main judging day, if they feel that an entry should be re-assigned to a different category
- Judges are required to inform Judging Chair, Amanda Cromhout if he/she feels that information contained in a case study is misleading or incorrect
- Judges will be sent the shortlisted entries for the categories they are judging only (i.e. if they are not judging a category due to conflict of interest, they will not receive these entrants)
- The judges' decision is final and there will be no opportunity for appeal from the entrants
- Truth will provide you with a scoring sheet which will be required to be submitted prior to the main judging day for the remote judging
- Where possible, we request that the judges promote the South African Loyalty Awards through whichever channel is most appropriate (e.g. social platforms, etc.), plus encourage the industry to participate in these awards

I have read and agree to the above code of conduct for The South African Loyalty Awards 2021

Signed:.....

Date:.....



