

JUDGES UNDER THE SPOTLIGHT



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Q: What does it mean to you to be a judge for the Car Finance Awards?

JR: Firstly I feel privileged to have been asked and secondly it is rewarding to be so closely involved in recognising those companies that have outperformed the market in what has been an extremely challenging year.

PC: Privileged to be part of a very talented panel judging the best in our industry.

JMG: It's a real privilege to be asked to judge the Car Finance Awards. I have now judged for four years and every year the quality of entries and the ensuing judges' debate improves.

LJ: Wow what a question, a bit scary, but most of all I feel lucky and proud to be sat with the other Judges. Considering it was only four years ago I picked up my first ever individual award in the Rising Star Category myself!

AD: It's a privilege to be trusted with judging the merits of so many of my peers and colleagues.

Q: What are you looking for in a winning entry?

JR: Something that differentiates the winning entry from the general market, that is fully evidenced by hard, concise and relevant data.

PC: A well balanced proposal that sticks to the brief and where passion and commitment shines through.

JMG: Innovation, doing the right thing for customers, empowering fellow colleagues. I want to see entries that makes me proud of this industry sector.

LJ: The industry has accelerated so fast and professionally in lots of different areas, that I think this is going to be a really tough job, so I want to really hear the passion of the person. I want to know why they (or the nominated person) really deserves to win and I would also like to know what winning the award would do/mean to them or the business.

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AD: It's the quality of the entry that matters, not the spin. Entries that are strong on evidence (including a humble assessment of how failure along the way has been handled) will always inspire more confidence.

Q: If you were to give only one tip to all entrants, what would that be?

JR: Begin preparing your submission early, keep it concise and clearly outline its uniqueness and over-performance in the market. Ensure that this is supported by relevant data and facts.

PC: Involve your team in compiling your bid, they will make a great contribution and also feel valued.

JMG: Keep your entries relevant to the category. I really like concise and punchy entries which bring out clearly the positives and differences in what you do.

LJ: Be honest and don't hold back! It's time to shine and hear what great people/systems etc we have. Whilst everyone can't be winners, it's a chance to praise everyone for a year that has really seen pure talent in our industry.

AD: You can never have enough data – a graph can tell a thousand words.



2020 Car Finance Awards ceremony

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