



The Loyalty Awards 2014

Entries deadline extended - by popular demand

New deadline: February 26, 2014

A variety of pleas from potential entrants have led to an extension of the deadline for entries for The Loyalty Awards 2014 to February 26, 2014.

A longer than usual Christmas break, conferences and business commitments, malfunctioning technology and skiing holidays have all been blamed for entry tardiness.

Annich McIntosh, CEO of The Loyalty Awards said: "We are a very understanding team and know how difficult it is to fit in the work needed for something as important as a Loyalty Awards entry. There is a huge amount of kudos and reputational gain in winning and so people want to make sure their entry is the best possible. This year January seems to be very busy for a lot of marketing teams, and so we have used up some of our contingency time and are happy to extend the deadline to make it easier for people to get their submissions in."

Also to help potential entrants, who come from right across the Europe, Middle East and Africa region, a ten point guide to how to win a Loyalty Award has been produced. This can be found at www.theloyaltyawards.com/enter together with the Call for Entries, Entry form and the Table Booking Form.

Anyone with any further queries should contact Sasha Blackwood at sasha@theloyaltyawards.com, telephone 01572 820088. Sasha is happy to Skype with anyone who wants to talk long distance from one of the regions.