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**THE AURAs 2021**

**INNOVATION OF THE YEAR ENTRY FORM**

**YOUR NAME:**

**YOUR COMPANY:**

**Your email address**

**(so we can update you on the progress of your nomination)**

**Please email this form to awards@aura.org.uk by 1800hrs on 24th May 2021**

**Give us a brief description of your innovation. In particular we’re keen to hear what makes it different and its practical applications. You can augment your submission with presentations/demo links if you want to but please keep them as short and descriptive as possible!**

1. **Tell us about your innovation [up to 250 words]**

1. **What would you say are the principal benefits of this innovation compared with established methods?**

1. **Are there any particular business questions or sectors that might find this innovation particularly useful?**

**KEY DATES**

* **Closing date for submissions** is 1800hrs 24th May 2021. Any entries received after this date will not be considered
* **Shortlisted finalists** will be contacted by AURA on or before w/c 7th June 2021 and announced publicly w/c 14th June 2021
* The shortlisted finalists will compete **for the award** at a live AURA online event on 30th June 2021
* **The winner will be announced** at the AURA Awards Dinner on the evening of 19th July 2021

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**Send any questions in advance to Suzanne Lugthart –** [**marketing@aura.org.uk**](mailto:marketing@aura.org.uk)