

RISING STAR 2023

DEFINITION

Our new RISING STAR category is designed to recognise the current cohort of rising stars to watch out for – those who deserve recognition for their talent at this stage of their career and ongoing support to become the agency leaders of the future.

This category seeks to recognise the achievements of those who are already inspiring and empowering others no matter what their current experience level, who are already going above and beyond their current responsibilities and those actively working towards their own professional and personal development.

This category is for those working in the marketing communications, media, PR and advertising sectors seeking to nominate our future leaders and the next generation of exceptional role models for the independent agency sector.

JUDGING CRITERIA

- 1) **Demonstrable excellence in work and creativity:** Please highlight the nominee's contributions to creating impactful and effective marketing and communication strategies, demonstrating their ability to excel in their role and contributing to the goals of your agency. (25%)
- 2) **Professional Growth and Development:** Please provide a summary of the nominee's career progression, professional development initiatives, and any certifications or training they have pursued. Outline how the nominee has actively sought opportunities for growth, skill enhancement, and learning in the dynamic field of marketing and communication. (25%)
- 3) **Collaboration and Leadership Potential:** Provide testimonials or descriptions from colleagues, superiors, and/or clients that highlight the nominee's teamwork, technical achievement, empathy, ethics, communication skills, and potential or ability to lead. (25%)
- 4) **Impact on Agency and Industry:** Please supply any metrics, case studies, or narratives showcasing the nominee's impact on agency performance, client satisfaction, and industry recognition ideally where it has contributed directly to the growth and success of your agency and how they have contributed to the broader industry through their ideas, initiatives, or advocacy. (25%)

ELIGIBILITY

Open to all those currently working in or for independent agencies (as defined in the Rules & Terms) of all sectors and disciplines but the nomination must come from a proposer other than the nominee themselves. They need not be the network one full members but must be accredited or affiliated with our global network.

ENTRY MATERIALS

Please complete our written nomination form outlining why you think this individual deserves this accolade. You may also attach a:

- Presentation or video clip up to 10 slides or 3-minutes long; PPT/MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

NB: This category will be looking for demonstrable evidence of exceptional progression and dedication to their agencies and community.