



 **Mumbrellanext**
awards



MumbrellaneXt awards

THE MUMBRELLA NEXT AWARDS: ENTRY CRITERIA

Guidelines for all awards.

The Mumbrella neXt Awards seek to recognise emerging talent who have been in the industry for 10 years or less. Age doesn't matter - what counts is the amount of time within the media, marketing and communications industry.

The Mumbrella neXt Awards is for those in the Australia and New Zealand media, marketing and communications industry who are achieving great results in their career and making a wider contribution to the industry as a whole.

An entrant's career is judged to have started from their first professional paid job in the media, marketing and communications industry. Paid or unpaid internships and work experience are not included. Within an entry, please specifically state the first paid job and the month and year the position began.

The winner in each category will be judged against two key factors: Progress within their own career, and their impact on the wider industry. Industry impact might include contribution to industry bodies or charities, development of best practice and mentoring.

Entry criteria for each award category are the same. To enter, please provide the following:

- A YouTube link to a video of no more than two minutes, in which you talk through your career journey, your achievements, what you believe makes you different to your peers and what you hope to achieve in the future. Please note that production values do not count towards your score - but passion does. Nothing more than a clear and audible self-shot video is required.
- Three testimonials from clients or colleagues of no more than 200 words each. Except where you are self-employed, one of those should be from your boss. Remind them to talk both about how you have developed your own career, and how you have made a wider contribution.
- A summary - in no more than 500 words - of your key career achievements and contributions to the business and/or industry. Please include as bullet points each role within the industry, and the relevant dates.

Scoring:

- Evidence of career development: 50%
- Evidence of contribution to and impact upon the wider industry: 20%
- Testimonials: 30% (10% x 3)



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THE CATEGORIES:

Creative Agency Talent

The Mumbrella neXt Award for Creative Agency Talent recognises those working within a creative agency.

Please note specific categories for video producers, content marketers and community managers. If you fit into any of these categories, please enter them rather than this category.

PR Talent

The Mumbrella neXt Award for PR Talent recognises those working in a public relations role, whether within an agency or in-house.

Please note specific categories for video producers, content marketers and community managers. If you fit into any of these categories, please enter them rather than the this category.

Media Agency Talent

The Mumbrella neXt Award for Media Agency Talent recognises those working within a media agency.

Entries may come from anybody working within a media agency, including those in account management as well as strategy roles.

Specialist Agency Talent

The Mumbrella neXt Award for Specialist Agency Talent recognises those working in an agency which doesn't fit into Creative, Media or PR categories neatly.

Please note specific categories for video producers, content marketers and community managers. If you fit into any of these categories, please enter them rather than this category.

Events Talent

The Mumbrella neXt Award for Event Talent recognises those working in an event-delivery role, such as event manager or event coordinator. This category is intended to highlight those working in events-led businesses (including experiential agencies and expo organisers), or for brands with their own event teams.

Entrepreneurial Talent

The Mumbrella neXt Award for Entrepreneurial Talent recognises those who have started their own business, built up a new arm of an established business, or work as a sole trader. Those entering must be the leader of their business or in charge of the arm of the business they started. This is the category that those who have started an agency should enter.



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THE CATEGORIES:

Business Administration and Support

The Mumbrella neXt Award for Business Administration and Support recognises individuals who work within brand teams or agencies, who support wider teams.

Entries may come from anyone working in a role focused on business administration and support in and around media, marketing and communications. This includes but is not limited to agencies, media owners, brands and industry bodies.

(As this category is specifically for business administration and support talent, entries into other categories for talent working in these roles will automatically be moved to this category. For example, executive assistants at creative or PR agencies should enter this category.)

Marketing Technology Talent

The Mumbrella neXt Award for Marketing Technology Talent recognises those working for a martech or adtech company.

Commercial Talent

The Mumbrella neXt Award for Commercial Talent recognises industry talent working in commercial and sales roles for media owners and martech companies. This might include business development, partnership and pure sales roles.

Marketers

The Mumbrella neXt Award for Marketers recognises those working in marketing roles for a brand or group of brands. Entries may come from anyone working in the marketing department of a brand, no matter the brand's size.

Community Managers

The Mumbrella neXt Award for Community Managers recognises industry talent working in and around social media for brands or agencies.

(As this category is specifically for community managers, entries into other categories for talent working in this area will automatically be moved to this category. For example, a community manager working for a creative, PR or media agency should enter this category if their primary role is as a community manager or it is in their title.)

Video Producers

The Mumbrella neXt Award for Video Producers recognises industry talent producing video content for either marketing or editorial purposes. The award is open to those working across brand, agency or media organisation.

(As this category is specifically for video producers, entries into other categories for talent working in this area will automatically be moved to this category. For example, a video producer working for a creative, PR or media agency should enter this category if their primary role is as a video producer or it is in their title.)

Content Marketers

The Mumbrella neXt Award for Content Marketers recognises industry talent specifically working in the field of content marketing, for brands or agencies.

(As this category is specifically for content marketers, entries into other categories for talent working in this area will automatically be moved to this category. For example, a content marketer working for a creative, PR or media agency should enter this category if their primary role is as a content marketer or it is in their title.)



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THE SMALL PRINT:

**The closing date for entries is September 20, 2019.
Late entries will be accepted until September 27, 2019.**

**All entries are to be submitted online at
<https://mumbrella.com.au/nextawards>**

Cost

Entries received by Friday, September 20 are \$149 AUD per entry. Entries received by Friday, September 27 are charged at \$199 AUD per entry.

Terms and conditions

Entrants must not have worked in the industry for more than ten years on Sunday, December 6 2019. The date of starting in the industry is deemed to be the date the entrant began their first paid professional position in the media, marketing and communications industry. Internships and work experience, even those that are paid, are not included in this.

Jurors will be drawn from senior ranks of the media, marketing and communications industry. Jurors will not vote on entries in which they have a direct interest. Where a shortlist has been created, a winner will be chosen.

Entry is online only. We'll state that again. Entry is electronic. Do not enter physical copies. Video should be via YouTube link.

The decision of the jury is final except where new information comes to light after judging, in which case a ruling may be made by Mumbrella. Through entering, you accept that Mumbrella has the absolute right to run the awards process as it sees fit.

Mumbrella and jurors reserve the right to check the stated facts and disqualify entrants at any stage including after trophies have been awarded if they find information is incorrect or falsified regardless of intention.

The scope of the awards covers people working in Australia and New Zealand or those whose career has mainly taken place in those two countries.

For avoidance of perceptions of conflict of interest, those working for Mumbrella or parent company Diversified Communications may not enter.

Information contained in the entry may be used in the voiceover at the awards presentation, in any winners' brochure or elsewhere. All shortlisted finalists must have a representative available to collect the award at a location yet to be announced in Sydney on the evening of December 6, 2019.

Shortlisted candidates will be asked to provide a short bio and photo.

Each individual may only enter one category. Mumbrella reserves the right to move entries where we consider there is a more appropriate category, or to merge or split categories where we believe entries justify it.

All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to shortlist.

**Questions: Kristine Abalos
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