



campaign

women leading change awards

2018 ENTRY KIT

Early Entry Deadline:
Thursday, 29 March, 2018

Entry Deadline:
Wednesday, 11 April, 2018

www.womenleadingchangawards.com

For enquiries, please contact the WLC Awards Events Team
at WLCA@haymarket.asia

INTRODUCTION

Campaign's Women Leading Change Awards is setting out to champion the change makers, leaders, achievers and rising stars in the media, advertising and marketing industry.

Entries are now open for the 2nd Women Leading Change Awards, which will take place in Singapore on May 31, to celebrate the successes of women in Asia. We invite you to nominate the women who, over the last 12 months, have shown outstanding leadership and fostered groundbreaking innovation in the media and marketing industry, as well as the future leaders of tomorrow.

We look forward to receiving your entries!

Atifa Hargrave-Silk



**Brand Director
Campaign**



GENERAL ENTRY RULES AND INFORMATION

WHO SHOULD ENTER?

Entries are now open for Campaign's annual Women Leading Change Awards. We invite you to nominate the women who have shown outstanding leadership and fostered groundbreaking innovation in the media and marketing industry, women who are innovators, savvy strategists and game changers.

ELIGIBILITY

- Entries will be accepted from the entire Asia Pacific region.
- All entries must relate to achievements ONLY during the period 1 January 2017 – 29 March 2018.

DATES & DEADLINES

Early Entry Deadline: Thursday, 29 March 2018 (6PM HKT)

Entry Deadline: Wednesday, 11 April 2018 (6PM HKT)

(Supporting material must arrive at Hong Kong office by Friday, 13 April, 2018)

Shortlists Announcement:

Tuesday, 15 May, 2018

Awards Presentation:

Winners will be presented on Thursday, 31 May, 2018 in Singapore

Ticket sales to the awards ceremony will commence from Thursday, 3 May, 2018 and sold on a first-come-first-served basis. For more information about the awards event, please visit www.womenleadingchangeawards.com or contact the organiser at WLCA@haymarket.asia.

Entry Fees:

Early Entry Fee: USD 230

Entry Fee: USD 250

- A separate fee is required for each entry submission.
- Entry fees are due upon submission.
- No refunds will be made for duplicate incorrect, withdrawn or disqualified entries.
- Entries unpaid by April 11, 2018 may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

PAYMENT METHODS

Entry fees are payable in USD. Payment can be completed online, after the completion and submission of your entries on the submission system. There are three payment methods to select from:

Credit Card Online / Alipay

You will be redirected to our secure payment gateway where you can select from VISA / MASTER / AMEX or Alipay. For this payment option, a 3.5% bank surcharge is applicable for all type of credit cards.

If you are having trouble with the credit card online system, please contact the organiser at WLCA@haymarket.asia.

Bank Transfer

For this option, you will have to bear ALL bank charges related to this transaction. Please do indicate to the bank clearly when making the transfer. Payment must be completed by the entry deadline.

Beneficiary Name:	Haymarket Media Ltd
Beneficiary address:	10/F, Zung Fu Industrial Building, 1067 King's Road, Quarry Bay, Hong Kong
Bank Name:	CitiBank N.A., Hong Kong
Bank Address:	Citibank Tower, Citibank Plaza, 3 Garden Road, Central, Hong Kong
Bank code:	006 (For local transfer only)
Branch code :	391
Swift Code:	CITIHKHX

*Upon successful bank transfer payment, please email **Hanielyin Wong** at hanielyin.wong@haymarket.asia (cc: WLCA@haymarket.asia) a scanned copy of the transaction proof, clearly stating the entry number and invoice number for such payment to finalise the entry process.*

TERMS & CONDITIONS

Please ensure that each entry complies with the following rules. Failure to follow the rules may result in your entry being disqualified at an early stage in the judging process.

1. Upon submission of the online entry form, entry fees are chargeable and you will be liable to pay for the entries, even in the event of disqualification, entry withdrawal, duplicate submissions or non-endorsement by clients.
2. Formats and file size of the entry and supporting materials must be strictly adhered to.
3. You may enter the same entry in more than one category. However, for each entry you must provide separate documentation, supporting materials and entry fee. Judges may reassign the entries at their discretion.
4. In cases whereby the number of participating entries is less than 3 in a single category, the judges have the right to re-distribute the entries into other relevant categories or not award the category and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.
5. The judges determine if an entry is worthy of being shortlisted or winning an award. The judges' decisions are final and neither the organiser nor the judging panel will enter into any correspondence about them.
6. The organiser reserves the right to publish all entries wholly or in part, as case studies or for publicity purposes.
7. Entrants may mark various sensitive parts in their submission as "Not for Publication" and tick the "Confidentiality Request" box on the online entry form provided these restrictions are not used excessively.
8. Entries and all supporting material are non-returnable.
9. Entries unpaid by 11 April 2018 may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

HOW TO ENTER

WRITTEN ENTRY

Your written entry is of utmost importance as the judges will base their initial decisions on the strength of the arguments made. Your written entry must be no more than **eight (8) single-sided pages of A4 paper typed no less than 11 point type size, single spaced.**

CONFIDENTIALITY

The organiser reserves the right to publish details of the entries in any related publications and materials. However, if there is certain information that must be kept confidential, please indicate it clearly as "Not for Publication" or "Confidential" by highlighting the information in yellow, and tick the 'Confidentiality request' check box on the online entry form. Please be specific about what information cannot be disclosed – do not simply mark the entire submission paper.

SUPPORTING MATERIALS

Support materials should be provided in digital format ONLY, and limited to:

- A maximum of five (5) files for all categories. This could include case studies, videos, websites and even data reports etc.

Notes:

1. All support materials for judging should be uploaded either online and/or in the form of a microsite/URL links as per the format guidelines stipulated below.
2. The microsite/URL links must be live from 1 January to 30 June 2018. Please supply passwords, if needed, for access to the URL.
3. All materials in languages other than English must be submitted with a translation.
4. Any supporting data must be accompanied by an indication of the source of reference. If your agency is the source of research, please reference "Agency Research".
5. Support materials not provided in digital format or according to the specifications listed below will not be considered.

Entry & Supporting Materials File Formats

- Documents
File size: Less than 5MB
File formats: .doc, .ppt, .pdf
- Pictures/Photographs (At least 300 dpi, RGB)
File size: Less than 5MB
File formats: .jpg, .png, .gif
- Audio
File size: Less than 5MB
File formats: .mp3
- Animations/Videos
File size: Less than 25MB
File formats: .mp4, .avi, .mov, .wmv, .mpg, .mpeg2

Video Submission

If you have submitted any video(s) as a supporting material on the entry system, please send **2 copies of USB** flash drives containing hi-resolution of ALL the same videos submitted online (in H264 compression, 1280 x 720, aspect ratio 16:9, and in .mp4, .avi, .mov, .wmv, .mpg or .mpeg2 formats) to:

Women Leading Change Awards 2018

Haymarket Media Ltd.
10/F, Zung Fu Industrial Building,
1067 King's Road, Quarry Bay,
Hong Kong
Attention: Emily Tam
Tel:+852 3175 1959

- * All USBs must reach the Hong Kong office by 13 April 2018
- * Please ensure that you label the USBs and the video files with the entry number assigned to you on the email confirmation that you receive upon completion of your online submission. You may combine multiple videos onto a USB but we will need 2 copies of the same USB mailed to us. Haymarket reserves the rights to publish the video wholly or in part.

GUIDE TO ONLINE ENTRY SUBMISSION

How to enter: Visit our website www.womenleadingchangeawards.com and click on the 'ENTER NOW' link to direct you to our online entry portal.

How to register: To be able to enter an entry you need to register your profile. Create an entrant profile/account on our portal. The person registering for the account must be the primary contact person for all awards related queries.

Create an entry: Once registered, you will be able start drafting an entry via the button 'CREATE A NEW ENTRY'. Fill in all required information accurately.

Category: Please select the correct "Category". You are unable to change your category after entry has been submitted.

Credits: All information provided may be used as credits on the trophies and all marketing channels. Please ensure credited person/team/agency name are correctly filled in.

Written entry: Upload your completed written entry submission paper in the correct file formats. Please ensure that your final document does not exceed 8 single sided A4 pages.

Confidentiality: If you have any confidential information in your submission paper, please kindly highlight them in yellow in your document as "Not for Publication" and tick on the 'CONFIDENTIALITY REQUEST' check box under the Written Entry Submission section.

Images: Upload 3 different of the nominated individual's/team's profile photos. These photos are mandatory and must be in high-resolution format. Should you win, we will be used these to showcase your entry.

Supporting material: Upload any supporting materials, videos to accompany your written submission paper. These can be micro-sites/URL links, videos, case studies, media clippings etc. Supporting materials are not compulsory. You may skip this section if you do not have any supporting materials.

Please remember to mail 2 copies of the submitted supporting material and a high-resolution video(s) onto USB flash drives to the organizer. Please refer to the 'supporting material' section for all details.

HOW TO ENTER

Save as draft: At any point in time during your entry submission, you may click on the 'SAVE AS DRAFT' button at the top or bottom of the page to save your entry as a Draft. The draft entry will then be saved on your dashboard and you may return to edit and complete your entry.

Please note the draft entry saved and not submitted or active within 48 hours will be deleted automatically by the system.

Confirm your entry: Once you have completed the entire online entry form and uploaded all your materials, click on the 'CONFIRM ENTRY' button at the top or bottom of the page and return to your dashboard to pay for your entry. Once confirmed entry, you are liable to pay the entry fee should you decide to withdraw or cancel your entry.

Complete your entry: Please note that your entry is only considered as submitted when you have completed the payment process and entry fee is successfully paid. You can create more than one entry repeating the same steps and on the dashboard, you can choose "PROCEED TO PAY FOR ALL ENTRIES" or select individual entry to pay.

Payment process: Select the appropriate payment mode and follow through all the steps. If you have any trouble paying online, please kindly contact the organiser immediately at WLCA@haymarket.asia to seek assistance to avoid duplicate transactions.

Payment Confirmation: Once your payment process is completed, you will receive a confirmation via email as "Payment Received" with the online payment receipt. Your entry submission is now completed.

Official invoice/receipt: We can only provide official invoice once you have submitted your entry online. Please kindly forward your email confirmation to Hanielyin Wong at hanielyin.wong@haymarket.asia (cc: WLCA@haymarket.asia) to request. Official receipt will only be provided upon request and when your payment transaction is completed successfully.

Support: If you encounter any technical difficulties or have any questions at any point in time, please contact the organiser at WLCA@haymarket.asia.

JUDGING

The judging panel will be selected by Campaign Asia-Pacific's editorial team and great care is taken in selecting a jury comprising the right balance of specialist knowledge, experience and objectivity. Strict guidelines are designed to eliminate vested interest or breaches of rules of entry.

MANDATORY ENDORSEMENT

All entries must be endorsed by your CEO/Senior Management Representative to ensure that all information, data submitted and provided in your entry submission are true and accurate.

You should provide their contact details on the online submission system and the automated endorsement email can be generated and emailed directly to their email address for endorsement.

Judges reserve the right to raise queries regarding the information provided and penalize any entry if there is evidence of false claims.

CATEGORIES

Vision Leader

- An exceptional woman leader who has contributed in a profound way to our understanding of female leadership in the industry.
- During eligibility period, demonstrated the highest level of performance, exhibited strong business acumen and displayed a strong sphere of influence outside and within her organization.
- This outstanding individual has a proven ability to turn her visions into reality.
- Displays strategic vision, and inspires others through her actions.

Judging criteria:

Leadership: managing change and future-looking perspectives (50%)

- How has she defined female leadership in her organization through exemplary performance?
- Examples of her leadership style, involvement in the company strategy, participation in community events.

Success: sustainable achievements (30%)

- Business and strategy.
- Organizational momentum and expansion.

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community.

CATEGORIES

Technology Chief

- Outstanding women who have worked to ignite positive change through the introduction of new technology to the industry.
- An exceptional woman leader who has contributed in a profound way to our understanding of technology or deployment of new tech.
- During eligibility period, demonstrated the highest level of performance, exhibited strong business acumen and displayed a strong sphere of influence outside and within her organization.
- This outstanding individual has a proven ability to turn her visions into reality.
- Displays strategic vision, and inspires others through her actions.

Judging criteria:

Leadership: managing change and future-looking perspectives (50%)

- How she introduced new technology and practices into her organisation.
- Managed change and positioned them as opportunities.
- Her beliefs and vision for the future.
- Examples of her campaigns, technology work and its reception.

Success: sustainable achievements (30%)

- The impact and positive effect she has generated from this shift
- Examples of her partnerships, deals and relationship-building initiatives.

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community.

Creative Captain

Inspirational women whose work and ideas have generated consumer excitement through top-of-class creative thinking.

- Women who has not only set the standard for creative excellence, but have also raised the bar.
- Her beliefs and vision for the creative community.
- The individual's contribution to staff development initiatives, particularly their involvement in nurturing young talent, and how their work has contributed to the industry in the region.
- Samples of the nominee's work will be required as support materials.
- How has she manages to inject creativity into her organisation and teams.
- The impact and positive effect she has generated from this shift.

Judging criteria:

Leadership: managing change and future-looking perspectives (50%)

- How has she manages to inject creativity into her organisation and teams.
- Her beliefs and vision for the future.
- Examples of her campaigns, technology work and its reception.
- Her beliefs and vision for the creative community.

Success: sustainable achievements (30%)

- The impact and positive effect she has generated from this shift.
- Examples of her partnerships, deals and relationship-building initiatives.

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community.

Business Leader

- Women who have not only achieved growth for their businesses but also demonstrated strategic direction during eligibility period, through a honed business acumen and strong industry networks.
- 15 years of professional experience.
- Executive level position (VP and above) or industry equivalent.
- Recognized by others as an exceptional leader and mentor.
- Demonstration of exemplary leadership abilities that enable others to succeed.
- Thought Leadership: identifying new ways to help grow the business, instrumental in advancing their field by delivering meaningful value-added.
- Creating an engaging workplace, effectively managing cross-cultural credibility and garner trust, demonstrate in growing talent.
- Investing in self-development, building business communication and collaboration.
- Effective communication, problem-solving abilities.

Judging criteria:

Leadership: managing change and future-looking perspectives (50%)

- How she leads her team to develop business acumen and maturity.
- Built strategic alliances, operational excellence and a talented workforce.
- Examples of her leadership style and management skills.

Success: sustainable achievements (30%)

- Business contributions through financial growth.
- Examples of her partnerships, deals and relationship-building initiatives.

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community.

CATEGORIES

Young Business Leader

- Women who have not only achieved growth for their businesses but also demonstrated strategic direction during eligibility period, through a honed business acumen and strong industry networks.
- Open to professionals who are under the age under 35 as of 11 April, 2018.
- 5-10 years professional experience.
- Managerial Position (managing people, products, services, or projects).
- Demonstrates leadership competencies in thought leadership.
- Demonstrate contribution to the company/employer, job function and/or industry.
- Recognized by others as an exceptional young leader.
- Identifying new ways to help grow the business.

Judging criteria:

Leadership: managing change and future-looking perspectives (50%)

- How has she shown her potential within the media industry?
- Examples of her working style, relationship-building initiatives and contribution to the community so far.

Success: sustainable achievements (30%)

- Successful projects she has contributed to and her role in their success.
- Examples of her partnerships and relationship-building initiatives.

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community.

Rising Star

- Young women who have set themselves apart from their peers, have shown early success in their field, and who will maximize their full potential to be the next generation of women leaders in the industry.
- Open to professionals who are under the age under 30 as of 11 April, 2018.
- Nominations are accepted from employers, who should include details of the nominee's career history, their exact age and professional qualifications.
- Judges will consider the individual's achievements during the eligibility period, creativity and innovation with results as well as the nominee's ability and willingness to extend their range of skills.

Judging criteria:

Accomplishments: Achieved during the entry period (60%)

- Evidence of outstanding achievements in nominee's job scope
- How the nominee has demonstrated creativity and contributed to results.

Success: sustainable achievements (20%)

- Successful projects she has contributed to and her role in their success.

Contribution to the industry: (20%)

- Details of the individual's contribution to the industry (could include activities outside of work including charity, industry association)

Entrepreneurship of the Year

- A Founder or Co-Founder of a company, and is currently engaged in an active role.
- Company should have sustainable growth, provide sole income.
- Creating an engaging workplace, implements a unique company culture and a great place to work.
- An entrepreneur who has demonstrated exemplary leadership traits by starting and operation her own business.
- A woman who works in a private-sector business entity in owning the business in operation for at least three years or above.

Judging criteria:

Account and relationship management (25%)

- Please provide details of existing clients serviced and growth within the existing business.

Business development (25%)

- Please provide details of new business wins, as well as evidence of revenue returns, both for the agency and the client.

Strategic skills (25%)

- Please demonstrate insights into the core business issues and how that relates to the marketing and communications subsequently developed.

Creativity and innovation (25%)

- Provide examples of unique approaches to problem solving.
- Demonstrate individual's ability to develop creative solutions that drive results.

CATEGORIES

CEO of the Year

- Recognize Women CEOs who have excelled in providing demonstrated leadership that has been critical to the success of their organizations.
- Leaders, Owners, Entrepreneurs, Founders, Employed professionals, Self-employed.
- Demonstrate achievement on business growth during eligibility period.
- Promote excellence among CEOs and C-Level executives.
- Promote high professional standards amongst peers.
- Demonstrable impact on company, industry and business in general.
- Employee engagement, leadership development and internal people processes.
- External benchmarks: Customer value and shareholder value created.
- Innovativeness.

Judging criteria:

Leadership: managing change and future-looking perspectives (50%)

- Her beliefs and vision for the future.
- Examples of her campaigns, technology work and its reception.
- Her beliefs and vision for the creative community.

Success: sustainable achievements (30%)

- The impact and positive effect she has generated from this shift.
- Examples of her partnerships, deals and relationship-building initiatives.
- How she led to a new level of growth, achievement or recognition.

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community.

Mentor of the Year

- Recognizes outstanding leadership and Implementation of mentorship program and personal development. Mentoring is a powerful personal and career development tool that can enable the mentee to achieve or exceed their life's goals and aspirations.
- Nominated individual's activities and accomplishments that supported individuals between 1 January, 2017 – 29 March, 2018.
- The mentor/coach will require to mentoring/coaching for a minimum 1 full year of one or more mentee.
- 8+ years of leadership/excellent track record of staff engagement/retention, inspired men/women.
- Supporting document can include: training and development program.
- Effectively manage a cross-cultural credibility and trust, personal integrity.
- Showcase initiatives which produced positive cultural change in mindsets, behaviors and performance with those involved.
- A woman who has accelerated and advanced her career beyond typical performance expectations while providing exceptional leadership and mentorship, who contributes to the community and who satisfies all selection criteria.

Judging criteria:

Learning and staff development (40%)

- Please provide examples on how the individual has contributed to staff training and development initiatives.

Reward and recognition (30%)

- Demonstrate how the initiatives have been integral to talent retention and the strategy of the business.

People growth (30%)

- Provide evidence of people growth / talent turnover / proof of talent satisfaction improvement.

Innovation of the Year

- This award is set to recognize individual women for their innovation which they have initiated, launched and developed between 1 January, 2017 – 29 March, 2018.
- 8 or 10+ years of experience.
- Degree of innovation demonstrated by overall business concept; unique within the market/industry.
- Supporting document of initiatives and how they have been conceptualized and succeeded.
- Thought Leadership: critical thinking, identifying new ways to help grow the business.
- Personal Leadership: investing in self-development, self-awareness and flexibility, building cause through innovation leadership communication and collaboration.

Judging criteria:

Creativity & Innovation (50%)

- Provide examples of unique approaches to problem solving.
- Demonstrate individual's ability to develop creative solutions that drive results.

Business development (50%)

- Please provide details of new business wins, as well as evidence of revenue returns.
- Demonstrate how the initiative's have been conceptualized and succeeded.

SPECIAL AWARDS

Women Leadership Program

(individual, team or company entry)

- This award is set out to recognize leadership as an individual, to team or company.
- Growing talent, creating an engaging workplace, mastering communication and collaboration, influencing others, effectively managing cross cultural credibility and trust.
- Demonstrate the growth within the company as a leader.
- Showcase how they have implemented unique culture and diversity within the company as an individual/team/company.
- Overcoming gender based challenges with key strategies.

Judging criteria:

Achievements and success (70%)

- Showcase how they have implemented unique culture and diversity within the company as an individual/team/company.

Culture & Diversity (30%)

- Provide clear evidence of unique culture and diversity within the company as an individual/team/company.

Women Leading Change of the Year

- Awarded to an inspiring woman who has made a significant and long-term business contribution to creating smarter and more inclusive working environments between 1 January, 2017 – 29 March, 2018.
- Be able to demonstrate significant change and growth.
- As a role model or mentor that shows dedication to the advancement of women in their industry.
- Demonstration of exemplary leadership abilities that enable others to succeed.
- As thought leader with critical thinking, intrigue, challenge, and inspire others.
- Demonstrate the ability to change and how to lead change effectively.
- How to develop and communicate the case for change; and consistently ensuring alignment across the leadership team.

Judging criteria:

Leadership: managing change and future-looking perspectives (60%)

- How has she managed to inject creativity into her organization and teams.
- Her beliefs and vision for the future.
- Examples of her campaigns, technology work and its reception.

Client retention and growth (20%)

Be able to demonstrate significant change and growth for the company.

Staff development initiatives (10%)

- Provide clear evidence of personal involvement in staff development initiatives and details of staff retention.

Industry contribution (10%)

- Details of the individual's contribution to the company and industry.

