



campaign360

women leading change awards

In partnership with

maxus

Entry Guide

Nomination Period

7 February, 2017 -- 27 February, 2017

Gala Presentation

Hong Kong: 22 March, 2017

campaign360.asia/awards



Introduction

Celebrating the successes of women, Campaign's Women Leading Change Awards champion the change makers, leaders and achievers in the media and marketing industry.

Entries are now open for the inaugural Women Leading Change Awards. 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. These are women who today are leading the future and will be the role models of tomorrow.

Categories

Women Leading Change Awards will have five individual categories

- **Vision (1 winner)**

An exceptional woman leader who has who has contributed in a profound way to our understanding of female leadership in the industry. She has, over the last 12 months, demonstrated the highest level of performance, exhibited strong business acumen and displayed a strong sphere of influence outside and within her organisation. This outstanding individual has a proven ability to turn her visions into reality

- **Business Leader (4 winners)**

Women who have not only achieved growth for their businesses but also demonstrated strategic direction over the past 12 months, through a honed business acumen and strong industry networks

- **Technology Leader (4 winners)**

Outstanding women who have worked to ignite positive change through the introduction of new technology to the industry

- **Creative Leader (4 winners)**

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

- **Rising Stars (4 winners)**

Young women, under 30 years of age, who have set themselves apart from their peers, have shown early success in their field, and who will maximise their full potential to be the next generation of women leaders in the industry

Tips to complete your nomination for **Women Leading Change Awards**

1. Pick one category to enter! We have 1 Vision award and 16 more in the Business Leader, Technology Leader, Creative Leader and Rising Stars categories
2. Prepare your answers in advance – every category has a different set of questions. Find the questionnaire on page 5-9!
3. Keep it short – the word limit for most questions is 200.
4. Have these details handy beforehand:
 - Your nominee's Title and Position, company name and address, Email address and contact numbers
 - Your own details including Title and Position, Email Address and how you are related to the Nominee
5. Keep your credit card close by! Every nomination requires a fee of USD\$125. And you'll be directed to the payment after the form is completed
6. Tell your nominee! Because you'll also need...
7. A profile picture of your nominee (size not more than 2mb)
8. Do one nomination at a time -- we're not able to process payments for batch nominations. You will have to complete the process individually for each nominee
9. And yes, you can nominate yourself! In fact, we encourage it!

How to Submit Your Entry

STEP ONE:

Click to <http://campaign360.asia/awards> to begin the Nomination Process

STEP TWO:

Fill up the form.

If you've prepared answers to the questions, cut and paste them into the relevant boxes.

You'll be given one opportunity to revise your nomination. After submission, we will not be able to entertain changes and updates to your nomination. There's also a bunch of Terms and Conditions to agree to. (See page 11 for details)

Click submit!

STEP THREE:

You're not done yet...

Every nomination requires a fee of USD\$125. Once the nomination form is complete, you will be directed to a secure payment gateway which accepts credit cards (Visa, MasterCard, American Express), AliPay, and MasterPass. Only nominations with completed payment will be eligible for the awards.

STEP FOUR:

You're done! Good luck with your nominations!
Winners will be notified before March 22, 2017.

Sample Nomination Form

Vision Award

Tell us what this individual has achieved in the last 12 months, where it relates to:

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

- How has she defined female leadership in her organisation through exemplary performance?
- Examples of her leadership style, involvement in the company strategy, participation in community events
- Word limit: 200 Words

Success: sustainable achievements (30%)

- Business and strategy
- Organisational momentum and expansion
- Word limit: 200 Words

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community
- Word limit: 200 Words

In addition, please supply:

- Nominee's bio data (500 words)
- Nominee's career journey and milestones (500 words) Nominee's company profile and organisation structure (200 words)

Sample Nomination Form

Business Leader

Tell us what this individual has achieved in the last 12 months, where it relates to:

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
- Word limit: 200 Words

Success: sustainable achievements (30%)

- Business contributions through financial growth
- Examples of her partnerships, deals and relationship-building initiatives
- Word limit: 200 Words

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community
- Word limit: 200 Words

In addition, please supply:

- Nominee's bio data (500 words)
- Nominee's career journey and milestones (500 words) Nominee's company profile and organisation structure (200 words)

Sample Nomination Form

Technology Leader

Tell us what this individual has achieved in the last 12 months, where it relates to:

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
- Word limit: 200 Words

Success: sustainable achievements (30%)

- The impact and positive effect she has generated from this shift
- Examples of her partnerships, deals and relationship-building initiatives
- Word limit: 200 Words

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community
- Word limit: 200 Words

In addition, please supply:

- Nominee's bio data (500 words)
- Nominee's career journey and milestones (500 words) Nominee's company profile and organisation structure (200 words)

Sample Nomination Form

Creative Leader

Tell us what this individual has achieved in the last 12 months, where it relates to:

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
- Word limit: 200 Words

Success: sustainable achievements (30%)

- The impact and positive effect she has generated from this shift
- Examples of her partnerships, deals and relationship-building initiatives
- Word limit: 200 Words

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community
- Word limit: 200 Words

In addition, please supply:

- Nominee's bio data (500 words)
- Nominee's career journey and milestones (500 words) Nominee's company profile and organisation structure (200 words)

Sample Nomination Form

Rising Star

Tell us what this individual has achieved in the last 12 months, where it relates to:

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
- Word limit: 200 Words

Success: sustainable achievements (30%)

- Successful projects she has contributed to and her role in their success
- Examples of her partnerships and relationship-building initiatives
- Word limit: 200 Words

Reach: global and local impact (20%)

- Sphere of influence, including mentoring.
- Contributions to company and community
- Word limit: 200 Words

In addition, please supply:

- Nominee's bio data (500 words)
- Nominee's career journey and milestones (500 words) Nominee's company profile and organisation structure (200 words)

Awards Terms and Conditions

In order to complete the form, you will also have to agree to the following terms and conditions:

I authorize the use and public release, in connection with Women Leading Change of my name, my Company's name, non-financial information, photographs, video and audio recordings of me from any source and that no compensation shall be due to me or my Company for such usage.

I hereby declare I have informed my nominee of my nomination and she authorizes the use and public release, in connection with Women Leading Change of her name, her Company's name, non-financial information, photographs, video and audio recordings of the nominee from any source and that no compensation shall be due to the nominee, the nominator or my Company for such usage.

I hereby declare the information enclosed herein and in all attachments and appendices to be true and complete to the best of my knowledge.

I understand that any information provided in relation to this Award will be used by the Award Organising Committee for the Award Judging process.

Campaign Asia-Pacific Terms and Conditions

Copyright © 2017 Haymarket Media Ltd. All rights reserved. This material may not be published, broadcast, rewritten or redistributed in any form without prior authorisation.

Your use of this document constitutes acceptance of Haymarket Media's [Privacy Policy and Terms and Conditions](#).



campaign360

women leading change awards

In partnership with

maxus

For more information, please email:

angelia.teo@haymarket.asia

campaign360.asia/awards