

THURSDAY APRIL 27TH 2023
HALL 1 | RDS | DUBLIN 4



THE
MEDIA
AWARDS



**ENTRY TEMPLATE -
MEDIA LEADER OF THE YEAR**

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: TUESDAY MARCH 21ST 2023



*This template is for illustrative purposes only to assist you in preparing your submissions.
Entries can ONLY be submitted online via www.mediaawards.ie*

MEDIA LEADER OF THE YEAR ENTRY TEMPLATE

SECTION 1: Entry Details

Entry Title:

Entrant Organisation:

Client Organisation:

Contact Person:

Email:

Phone:

*Campaigns must have been active
in the Republic of Ireland and/or
Northern Ireland between Jan 1st
2022 and March 14th 2023.*

Open to all agencies and media owners, this award pays tribute to an individual who has shown clear strong leadership and built a strategic vision for the development of their company, team, brand or brands making it fit for the future. This strategy will have translated to proven commercial success and invention as well as strong engagement both internally and externally, showcasing exceptional content.

The judges will also be looking for examples of transformation, cultural change and brave decision making. Evidence of this leader's adaptability, ability to manage business challenges, and support for their team and company will be considered by the judges.

Candidates don't necessarily have to be from the C Suite but individuals who have shown true leadership qualities.

This category is open to all staff of media agencies and media owners that have worked in the marketing communications industry in Ireland during the period Jan 1st 2022 - March 14th 2023.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		100
Background		100
Clarity of Thought and Communication	20%	150
Management of and Judgment about People	20%	150
Personal Integrity and Commitment	10%	100
Business Transformation	20%	150
Business Results	30%	150
TOTAL	100%	900

Support Materials

Required

- Company Logo (JPEG / PNG / GIF)
- Digital Presentation Image
*To be used at Awards Ceremony**

Optional

- URL (e.g: Website or Video content such as a creative reel*)
- With a maximum of five pieces of supporting content (e.g: Creative Images / Brochure / Product shot etc.*

* Video or image content should NOT include: results; case studies; agencies names; logos and also should not contain and confidential material or information.

Judging Overview

Entries will be judged and scored by a panel of judges based on the relevant criteria & weightings:

- On the basis of this scoring a shortlist of 6 entries will be shortlisted and published.
- These 6 shortlisted entrants will go forward to present their entries 'live' to a panel of judges.
- Gold, Silver & Bronze awards will be awarded based on these presentations.

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CONTACT

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info@mediaawards.ie

WEB (LIVE CHAT)
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