

# TRANSFORM'S 30 UNDER 30



**Entry deadline:  
14 August**

[www.transformmagazine.net/awards/transforms-30-under-30/](http://www.transformmagazine.net/awards/transforms-30-under-30/)



## About the awards

The branding world is brimming with excellent young talent. Now, Transform's 30 Under 30 will recognise those making an outstanding contribution to the industry. Identifying the next generation of strategic, creative and innovative brand specialists, the awards will celebrate 30 people who are shaping the branding industry of tomorrow.

Each nominee receives a complimentary ticket to October's awards presentation, should they be shortlisted. (Tickets will be available to purchase for guests attending the awards).

Entry fee £145

Entries close on 14 August.

Any questions, please call Michelle or Andrew on +44 20 7498 7008 or email [mkibble@transformmagazine.net](mailto:mkibble@transformmagazine.net)

# Why should I enter?

Only the trailblazing strategic, creative and client-facing brand specialists will be named one of Transform's 30 Under 30. Those who make it have challenged existing best practice or conventional thinking and have crafted new solutions in rebranding and brand development. Those selected for this prestigious list stand out as the most promising of their generation of creative and strategic thinkers.

All shortlisted nominees are invited to celebrate at the awards presentation in October 2018.

But why enter?

## Nominee benefits

- It's a sure-fire way to give your career a boost. Being named as one of Transform's 30 under 30, could lead to a promotion or new opportunities.
- Your success will inspire others to achieve and you'll be seen as a role model.
- It's a great achievement to include on your CV and LinkedIn profile.
- It is a huge recognition of your personal achievements
- You'll meet your peers at the presentation and make industry connections
- You are being acknowledged by those you admire - and the accolade you receive is voted for by those whose work you probably most admire
- Inclusion in a press release sent out by Transform magazine announcing the winners.
- You will gain fantastic PR opportunities.
- Editorial coverage in Transform magazine.
- Raise your company or individual profile.
- Social media interaction
- A trophy to display with pride
- Winners are provided with a winners logo to use.

## Organisation benefits

- Your employees will feel valued, appreciated and rewarded
- Making employees feel recognised and appreciated is one of the best ways to boost morale and keep your workplace environment positive and productive.
- Your organisation will be viewed as one that promotes talent from within
- Your organisation will have the status of employing a 30 under 30 winner.
- Gain the reputation of being a company recruiting and investing in the best young talent in business
- Raise your organisation's profile
- Improve your employer brand - you'll stand out in a competitive market place.
- Gain fantastic PR opportunities.
- Inclusions in a press release sent out by Transform magazine announcing the winners.
- Editorial coverage in Transform magazine.
- Social media interaction

# How to enter

Your entry into Transform's 30 Under 30 can be written and designed in a way you feel most appropriate. However, we ask you to incorporate the questions below within your submission.

Any videos, imagery and design work need to be included within the entry. You may include links to file sharing sites, Vimeo, YouTube links etc. Your final submission should be a PDF and submitted via the website.

## Please ensure the following are included in your entry:

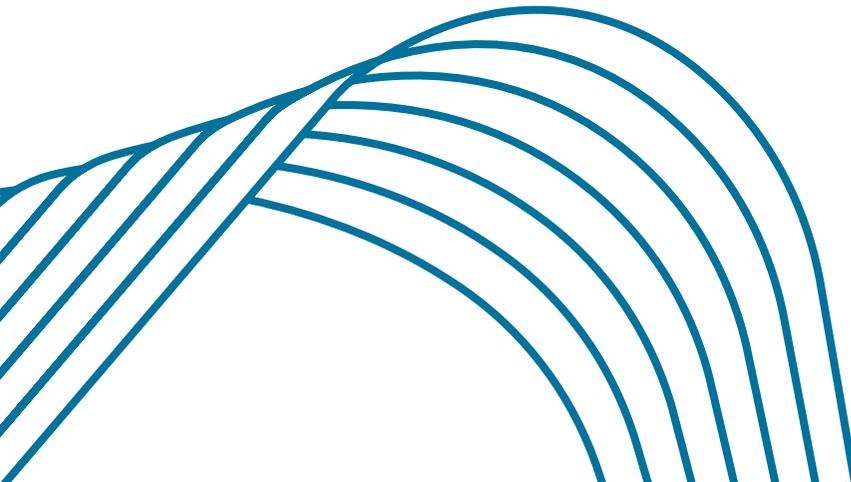
- Name
- Job Title
- Company
- Email
- Telephone number

## Mandatory questions

- State why you should be included within the 30 Under 30 Programme. If you are applying on behalf of a candidate, state why you are proposing this person. Why do they/you deserve to be on the list (200 words)
- We are looking for outstanding candidates to join the 30 Under 30 group. Please outline key achievements that will help you or the person you're proposing stand out from the crowd. The judges will want to know how you/they have gone about your achievements. (200 words)
- Please include any key endorsements or statements from clients or colleagues. (max 500 words)
- What do you think you or the candidate proposed would gain from being included in 30 Under 30 in 2018?
- What do you or does the candidate want to achieve in the future? Personal or career goals? (200 words)
- Please include a description of a project or evidence of your/their excellence written either as a short 200-word case study or submitted as supplementary material (i.e. imagery)

## Collateral

Don't forget to support the entry with links, blogs, pictures and videos. Please note your entry file should be 10MB max. Do note, 'judge-friendly' entries are not excessive in length - succinctly express your story and case.



# FAQ

## **What is the age requirement for 30 Under 30 candidates?**

To be eligible for consideration in Transform's 30 Under 30 nominees must be under the age of 30 on 30 September. Candidates who turn 30 after this date will not be eligible.

## **How do I nominate someone for 30 Under 30?**

To nominate someone click the 'nominate' tab in the menu bar above, from this page you will be directed to a form where you are to complete the details and attach your PDF submission. As a nominator, we require your nominee's name, job title, phone number, e-mail address and an explanation as to why you think they are a suitable candidate for 30 Under 30.

## **Who can nominate a candidate?**

Anyone can nominate a candidate who they feel is eligible for 30 Under 30 status.

## **Can I nominate myself?**

Yes, you can. However you will need to provide a testimonial from your line manager, client etc

## **Can I nominate more than one person?**

You can nominate as many people as you'd like.

## **Can I nominate a group or a pair of people as co-nominees?**

Sadly not. This awards programme recognises an individuals achievements, merits and successes.

## **Will the nominees be told who nominated them?**

Yes. The nominees will be told that they were nominated.

## **What makes someone a good candidate for 30 under 30?**

Candidates should be passionate about brand and brand development and display exceptional talent and potential and have demonstrable achievements in the field.

## **Does being nominated multiple times help my nominee?**

No, it will not benefit the nominee or strengthen their case.

## **Are there any geographical restrictions?**

Entrants must be from European region. Please see the eligibility and rules section for eligible countries.

## **How are the 30 Under 30 selected?**

A judging panel including senior branding professionals will convene in September to assess all the entrants. This gathering debates the merits of the candidates, weighing their achievements until they find thirty candidates for the year.

## **Who are the judges?**

The 30 Under 30 selection panel will be announced in due course and details are available on the website, on the judges' page.

## **When will I find out if I have been selected the 30 under 30?**

Those who are selected for this years 30 under 30 will be contacted in September 2018.

## **What happens next?**

Candidates are invited to join their industry peers at the awards presentation hosted by Transform magazine in October 2018. Those who are entered (the nominee) into the awards will receive a complimentary ticket to the awards ceremony. Additional tickets are available to purchase for colleagues, family and friends to join their nominee on the night.

## **Will I get a trophy?**

Yes. Successful candidates will be presented with a trophy at the 2018 30 under 30 Awards.