

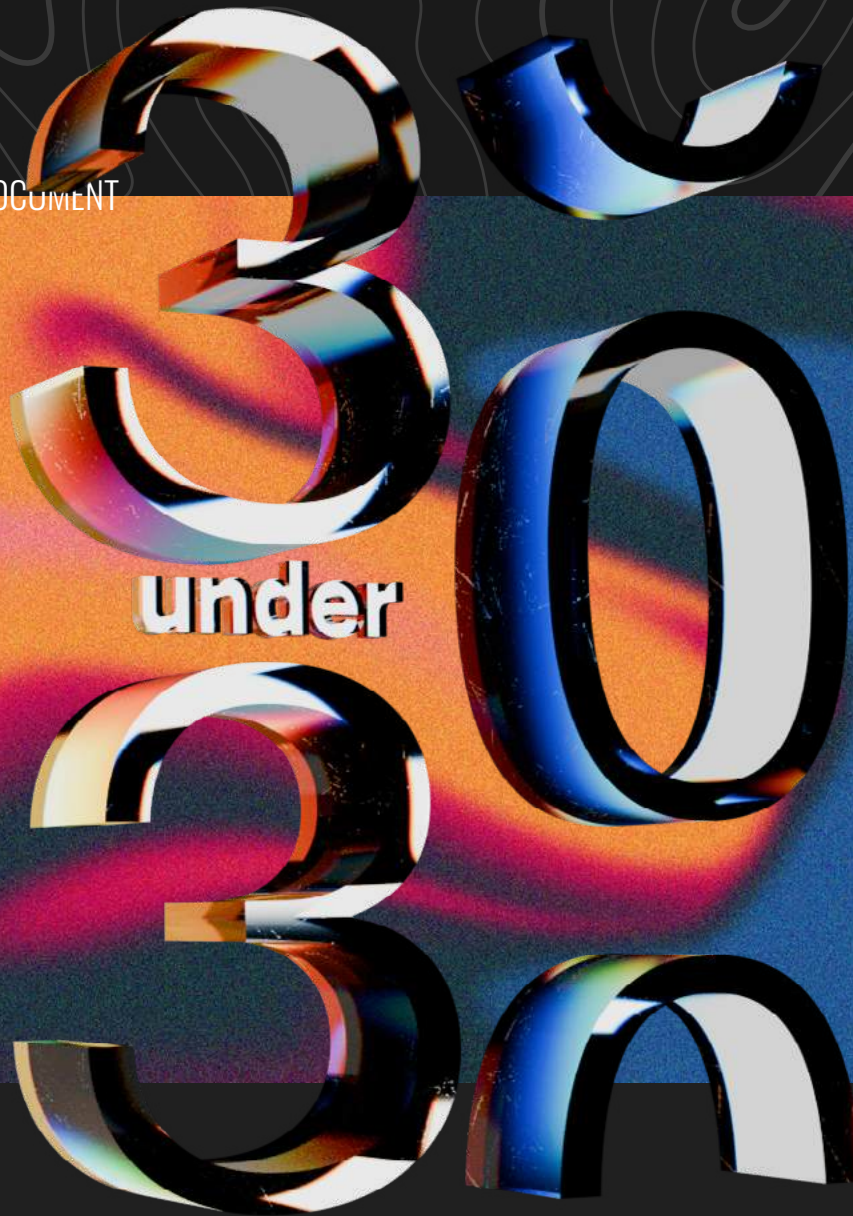


presented by

vevo

CRITERIA

DOCUMENT



METRO THEATRE

B&T 30 UNDER 30 AWARDS 2025 ENTRY CRITERIA

Website: bandtawards.com.au/30u30

Awards Portal: bandtawards.com.au/30u30/submissions/



30
under
30

presented by

vevo

KEY DATES:

ENTRIES CLOSE:

Friday 31 January 2025

LATE ENTRIES CLOSE:

Friday 7 February 2025

PEOPLE'S CHOICE POLL LAUNCHES:

Thursday 13 February

JUDGING PERIOD:

Wednesday 12 February – Monday 24 February 2025

PEOPLE'S CHOICE POLL CLOSES:

Monday 24 February 2025

SHORTLIST ANNOUNCED:

Thursday 27 February 2025

EARLY BIRD TICKETS CLOSE:

Monday 3 March 2025

FULL PRICE TICKETS ON SALE:

Tuesday 4 March until sold out

**AWARDS NIGHT ON
THURSDAY 13 MARCH 2025
THE METRO THEATRE,
624 GEORGE ST, SYDNEY**

ENTRY CRITERIA:

PART ONE:

Please submit your nomination as a **portrait** video (no longer than two minutes). Ensure the video is set to public and will not expire before 13 March 2025. The video can be hosted on YouTube, TikTok, Vimeo or Instagram reels. If using music, please also provide a version without music.

Get creative!

In your video entry, please speak to the four points below:

- Outline your career path and any key achievements to date. (20 points)
- What makes you a future leader in your chosen field? (20 points)
- What represents success to you? (20 points)
- What do you think needs to be improved in your industry and why? (20 points)

PART TWO:

Please include a written reference from either your current employer, a client or a service provider – you can supply more than one reference, but total word count for this section is 300 words. (20 points)



under
300

presented by

vevo

ENTRY CRITERIA:

- The on-time deadline for entries is Thursday 25 January 2025 (11.59pm AEDT). Late entries are accepted until Friday 2 February 2025 (11.59pm AEDT).
- The cost of each on-time entry is \$259 (ex GST). Late entries are \$309 (ex GST) each.
- To be eligible to enter you must be **under 30** as of midnight on 13 March 2025.
- You are eligible to enter even if you have already appeared in a previous B&T 30 Under 30 list, as long as you meet the age criteria above.
- Entrants need to provide a scanned copy of a photo ID; as well as a high-res photo of themselves in order to submit entry. All information supplied, excluding that of your ID, may be published in **B&T**.
- Entries for pairs or teams are not accepted. Each individual must create a separate entry.
- Both third-party nominations and self-nominations are accepted.
- Where you feel your current occupation spans across more than one of the 10 categories, select the category you believe best fits the industry you work in.
- There will be three winners named in each of the 10 categories, as well as a Grand Prix Award for the most influential overall. A People's Choice round will be conducted separately to include all entrants.
- B&T reserves the right to move entries into other categories.
- All sections of the entry must be completed in order to be judged. Incomplete entries will be disqualified.
- Shortlist will be announced on Thursday 27 February. The Awards will be held 13 March 2025 at The Metro Theatre.

CATEGORIES



30
under
30

presented by
vevo

1. AGENCY SALES / ACCOUNT MANAGEMENT

More than just bringing in revenue, these individuals are client relationship management experts, product champions and the frontline for any business.

Please only enter this category if you work for an agency. We will not be able to move your entry into Media Sales/Account Management once you enter.

Roles including, but not limited to: account associate, account coordinator, account director, account executive, account manager, account specialist, account representative, sales director, sales representative, business development manager, client relationship manager, client partner, key account manager, strategic account manager, sales manager, director of sales, sales consultant, sales executive.

3. ENTREPRENEUR

This category is open to individuals championing the corporate escapees who have taken the plunge and followed their passions, taking on the role of CEO, CFO, sales manager, strategist, accountant and everything in between.

Roles including, but not limited to: founder, CEO, owner, partner, managing director.

2. CREATIVE

For those who transcend traditional ideas, rules and relationships to create imaginative, progressive and original work.

Roles including, but not limited to: executive creative director, creative director, associate creative director, design director, creative group head, creative lead, art director, senior designer, middleweight designer, graphic designer, flash designer, communication designer, visual designer, art production manager, brand identity developer, broadcast designer, logo designer, illustrator, visual image developer, production designer, production artist, artworker, motion designer, motion graphics designer, multimedia developer, layout artist, interface designer, web designer, packaging designer, junior designer, associate designer, photographer.

PRESENTED BY

News Corp Australia

4. MARKETING

Multi-channel; above, below and through the line – these brand champions are connecting with customers on all levels.

Roles including, but not limited to: CMO, marketing manager, marketing director, marketing executive, social media manager, community manager, brand manager, brand director, digital marketing manager, email (eDM) marketing manager, inbound marketing manager, outbound marketing manager, content marketing manager, marketing communications manager, product marketing manager, campaign manager, trade marketing manager.

CATEGORIES



30
under
30

presented by

vevo

5. MEDIA PLANNER/BUYER

No longer just planners and buyers, these young guns are putting the message back into the medium.

Roles including, but not limited to: media director, media planner, media buyer, media consultant, media coordinator, communications planner, digital buyer, digital planner, planning supervisor, media supervisor, communications director, broadcast planner.

7. PR

This category is for the brand ambassadors and their reputation promoters – the individuals redefining what it means to manage a message.

Roles including, but not limited to: director of public relations, lobbyist, public affairs specialist, public information assistant, public information officer, public relations director, public relations manager, publicist, relationship manager, communications coordinator, communications director, corporate communications specialist, external communications manager, media and communications manager, PR analyst, media relations manager, press release writer, speech writer, content producer, influencer relations.

6. MEDIA SALES/ACCOUNT MANAGER

More than just bringing in revenue, these individuals are client relationship management experts, product champions and the frontline for any business.

Please only enter this category if you work for a media company. We will not be able to move your entry into Agency Sales/Account Management once you enter.

Roles including, but not limited to: account associate, account coordinator, account director, account executive, account manager, account specialist, account representative, advertising sales director, advertising sales representative, business development manager, client relationship manager, client partner, key account manager, strategic account manager, sales manager, director of sales, sales consultant, sales executive.

8. PROJECT MANAGER

This is open to the planners and coordinators who create a consistent pulse guiding every project towards on-time and on-budget delivery.

Roles including, but not limited to: project manager, associate project manager, digital project manager, creative project manager, project producer, implementation manager, integrated project manager, program manager, project coordinator, interactive project manager, technical project manager, agile project manager.

CATEGORIES



30
under
30

presented by

vevo

9. STRATEGY

This category is for the thinkers, goal setters and solution creators who build plans to support their organisation's growth.

Roles including, but not limited to: brand strategist, digital strategist, media strategist, advertising strategist, Insight specialist, data analyst, analytics manager, content strategy manager/director, engagement strategy manager, campaign and ecosystem planner, social voice strategy manager, behaviour analyst, trends analyst, performance marketing director/manager/specialist, usability engineer/strategist cro specialist, CRO director, CRO analyst, CRI data specialist, data planner, affiliate marketing manager/specialist.

10. TECH

This is for the coders and number crunchers who keep the lights on and the systems running.

Roles including, but not limited to: head of digital, UI/UX designer, front-end developer, front-end designer, back-end developer, mobile developer, app developer, full-stack developer, software developer, game developer, web developer, web analytics developer, programmatic buyer, programmer, SEO specialist, growth hacker, information architect, accessibility specialist, interactive designer, systems engineer, data architect, data analyst, cloud architect.

PRESENTED BY

News Corp Australia



+
+
+
+
+

