

# 30 UNDER 30 AWARDS 2024 ENTRY CRITERIA



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**Website:** [bandtawards.com.au/30u30](https://bandtawards.com.au/30u30)

**Awards Portal:** [bandtawards.com.au/30u30/submissions/](https://bandtawards.com.au/30u30/submissions/)



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## KEY DATES:

Entries close: Thursday 25th January 2024

Late entries close: Friday 2nd February 2024

People's Choice Poll launches: Tuesday 6th February 2024

Judging period: Wednesday 7th February – Monday 26th February 2024

People's Choice Poll: Closing Monday 26th February 2024

Shortlist announced: Friday 1st March 2024

Early bird tickets close: Wednesday 6th March 2024

Full price tickets on sale: Thursday 7th March 12am until sold out

**AWARD NIGHT ON  
THURSDAY 14 MARCH 2024  
THE METRO THEATRE,  
624 GEORGE ST, SYDNEY**

# ENTRY CRITERIA:



## PART ONE:

This year we are doing things a little differently. Please submit your nomination as a video (no longer than two minutes). Ensure that the video is set to public and will not expire before 14th March 2024. The video can be hosted on YouTube, TikTok, Vimeo or Instagram reels. Feel free to 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)
- Outline the most significant contribution that you have made to your chosen field? (20 points)
- What makes you a future leader in your chosen field? (20 points)
- What do you think needs to be improved in your industry and why? (20 points)

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## PART TWO:

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



# ENTRY CRITERIA:

- The on-time deadline for entries is Thursday 25th January 2024 (11.59pm AEDT). Late entries are accepted until Friday 2nd February 2024 (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 the age of 30 years as of midnight on 14th March 2024.
- 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.
- Finalists announced on Friday 1st March. The Awards will be held 14th March 2024 at The Metro Theatre.



# CATEGORIES

## 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.

## 2. CREATIVE

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

**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.

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# CATEGORIES



## 3. ENTREPRENEUR

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.

## 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.

## 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.

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# CATEGORIES

## 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, 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.

## 7. PR

**Brand ambassadors and their reputation promoters, 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.

## 8. PROJECT MANAGER

**The planners and coordinators who create a consistent pulse to guide 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

## 9. STRATEGY

**For the thinkers, goal setters and solution creators who put forward plans to move their organisation onto a better path.**

**Roles including, but not limited to:** brand strategist, digital strategist, media strategist, advertising strategist, Insight specialist, data analysts, analytics managers, content strategy managers/directors, engagement strategy managers, campaign & eco-system planners, social voice strategy managers, behaviour analysts, 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

**The coders and number crunchers who weaves all the tech under the hood.**

**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.

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