



Nomination categories and description

MARKETING & PR

The judges are looking for individuals who have:

- A track record of generating significant brand awareness and/or managing and safeguarding the reputation of an organisation
- Created strategic marketing and/or communications plans that have created a step change in the growth or perception of the organisation
- A track record of delivering tactical marketing and communications campaigns against stated objectives with a ROI
- Created or produced market leading advertising concepts for media platforms
- Shown great leadership

SALES

The judges are looking for individuals who have:

- Significantly increased commercial revenues in sales or sponsorship
- Secured a game changing deal for their business
- Demonstrated an innovative approach to driving commercial revenue
- Shown great leadership



DIGITAL & TECHNOLOGY

The judges are looking for individuals who have

- Created/implemented significant technological change within the business they operate
- Used technology and digital to change the profitability, strategy or nature of the business they work within
- Demonstrated an ability to innovate with new ideas, strategies and technologies to build a business
- Create new revenue streams through the use of digital and/or technology
- Shown great leadership

LEADERSHIP

The judges are looking for individuals who have:

- Lead a team or organisation with the highest standards of professionalism
- Think and act strategically to drive the business forward
- Demonstrate transparent and ethical governance of an organisation or team
- Manage multiple stakeholders groups as the leader of an organisation or team
- Developed best practice principles and people/teams within an organisation

ENTREPRENEURSHIP

The judges are looking for individuals who have:

- Shown great leadership
- Started or helped to build a business from a concept/idea
- Showed entrepreneurial skills in generating new business or strategic partnerships
- Helped to build a company across multiple geographies or products
- Taken bold business decisions that resulted in rapid organisational growth
- Owner/manager of a successful business that operates entrepreneurially in sport