



PRESENTED BY



KEY DATES:

- *Entries close - Monday 22nd February 2021 (5pm AEDT), on-time entry fee \$199 (ex GST) each.*
- *Late entries close - Monday 1st March 2021 (5pm AEDT), late entry fee \$249 (ex GST) each.*
- *People's choice poll launching - Wednesday March 3rd 2021*
- *Judging period Wednesday 3rd – Friday 19th March 2021*
- *Shortlist announced - Wednesday 24th March 2021*
- *Early bird tickets - Wednesday 2nd April 2021, 11.59pm*
- *Full price tickets on sale Thursday 3rd April 2021, 12am until sold out*
- *People's choice poll closing - Friday March 26th 2021*
- *Award night - Thursday 15th April 2021*

# B&T 30 UNDER 30 AWARDS 2021

## ENTRY CRITERIA

### CATEGORIES

#### CREATIVE

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

#### 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.

#### JOURNALIST/PRODUCER

More than just news breakers, they are story tellers, connecting with audiences across all platforms and devices.

Roles including, but not limited to: journalist, broadcast journalist, editor, editor-in-chief, publisher, assignment editor, associate editor, columnist, reporter, presenter/news anchor, correspondent, script writer, staff writer, researcher, copy editor, producer, executive producer, supervising producer, field producer, broadcast producer, tv producer, radio producer, audiovisual producer, tv director, film director, radio director.

#### 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.

#### 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.

#### 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.



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## 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.

## SALES/ACCOUNT MANAGER

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

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.

## 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, behavior 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.

## 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.

## ENTRY CRITERIA

- Outline your career path and any key achievements to date. **(300 words)**
  - What makes you a future leader in your chosen field? **(300 words)**
  - What represents success to you? **(300 words)**.
  - What do you think needs to be improved in your industry and why? **(300 words)**
  - Describe your attributes in no more than **five words**.
  - 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**).
1. The on-time deadline for entries is Monday 22nd February 2021 (5pm AEDT). Late entries are accepted until Monday 1st March 2021 (5pm AEDT).
  2. The cost of each on-time entry is \$199 (ex GST). Late entries are \$249 (ex GST) each.
  3. To be eligible to enter you must be under the age of 30 years as of midnight on 15th April 2021.
  4. You are eligible to enter if you have already appeared in a previous B&T 30 Under 30 list, as long as you meet age criteria above.
  5. 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.
  6. Entries for pairs or teams are not accepted. Each individual must create a separate entry.
  7. Both third party nominations and self-nominations are accepted.
  8. 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.
  9. 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.
  10. B&T reserves the right to move entries into other categories.
  11. All sections of the entry must be completed in order to be judged. Incomplete entries will be disqualified.
  12. Finalists announced 24th March 2021. Early Bird tickets to the awards are available until 2nd April 2021, 11.59pm. Awards are held on Thursday 15th April 2021 at The Metro Theatre, 624 George St, Sydney.