



CN  
**30**  
UNDER  
THIRTY

HEADLINE SPONSORS:  
**cvent**

# 2021 SUBMISSIONS GUIDE

SUBMISSION DEADLINE: 3 DECEMBER 2021

[WWW.CONFERENCEEVENTS/CN30UNDERTHIRTY](http://WWW.CONFERENCEEVENTS/CN30UNDERTHIRTY)

CN

# INTRODUCTION

## ABOUT THIS SUBMISSIONS GUIDE

This submissions guide will help you compile your entries for the CN 30underThirty scheme 2021, while maximising your chances of success. We advise you have this submissions guide open while you are filling out your entry.

Even if you've entered these awards before, it's still vital to ensure you've read this guide thoroughly. This guide is updated every year, accounting for new categories and changes in the judging process or criteria.

**Please note:** Submissions that fail to comply with the following guidelines may be penalised or disqualified. If you have any queries that cannot be answered by the information in this guide, or that emerge from reading it, please check out our FAQs section or get in touch with the contact below.

## TABLE OF CONTENT

- 1 ABOUT THE CN 30UNDERTHIRTY
- 2 WHAT IT MEANS TO BE A 30UNDERTHIRTY
- 3 THE SUBMISSIONS PROCESS
- 4 MEET THE JUDGES
- 6 WHAT THE JUDGES ARE LOOKING FOR IN WINNING SUBMISSIONS
- 9 HOW TO ANSWER OUR SUBMISSIONS QUESTIONS
- 10 TOP TIPS ON HOW TO WRITE A WINNING SUBMISSION

### To find out more information contact:

Niall Hodgson  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

# ABOUT THE CN 30UNDERTHIRTY

## WHAT IS THE CN 30UNDERTHIRTY PROGRAMME?

Returning for its 5th consecutive year, the CN 30underThirty programme is an annual programme where we look for 30 of the best and boldest young leaders, creators and thinkers in the conference and events industry to celebrate their achievements and join our fantastic Under 30 community.

After receiving over 200 submissions last year, competition is intense. So best of luck and enjoy the process!

## WHO SHOULD ENTER THE AWARDS?

The CN 30underThirty programme is open to event organisers working in the UK conference and events industry and must be 29 or younger before 3 December 2021.

## KEY DATES

- 28/10/2021 SUBMISSIONS OPEN
- 03/12/2021 SUBMISSIONS CLOSE
- 17/12/2021 THE CLASS OF 2021 ANNOUNCED
- 20/01/2022 AWARDS CEREMONY

### To find out more information contact:

Niall Hodgson  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

“

***THE PEOPLE OUR 30UNDERTHIRTY PROGRAMME RECOGNISES ARE THE FUTURE OF THE INDUSTRY. WE ARE DELIGHTED THAT WE CAN PROVIDE THEM WITH A PLATFORM THAT ACKNOWLEDGES THEIR ACHIEVEMENTS AND SUPPORTS THEIR GROWTH. THOSE WHO HAVE MADE IT THROUGH TO THE CN30 COMMUNITY HAVE GENUINE TO EXCEL OUR INDUSTRY.***



**JACK NEWAY,**  
PORTFOLIO DIRECTOR, CONFERENCE NEWS

# WHAT IT MEANS TO BE A CN 30 UNDERTHIRTY

“

*It's really exciting to be recognised alongside our industry's top young guns in CN's 30 under Thirty program. I'm delighted to be part of a group of communicators that are challenging the way we design events and experiences. It is such a pivotal time to be working in this industry and Conference News has given me an epic group of peers to navigate new changes with.*



**GEORGIA CROSS,**  
MARKETING & PR MANAGER, CHEERFUL TWENTYFIRST

“

*Being a part of CN 30 underThirty is a surreal opportunity. As I continue to collaborate & grow with the other members of this group, it is truly inspiring to see how each can bring their own expertise to help solve a common challenge. It is a constant reminder that there are so many different ways that we as an industry can continue to grow and develop with the ever-evolving ecosystem that is events.*



**ROBERT CHAIN,**  
STRATEGIC ACCOUNT MANAGER, SWAPCARD

“

*To have made the CN30 underThirty 2020 list is an absolute honour, and I am beyond proud. The award has opened so many opportunities to network with inspiring people. A massive thank you to Conference News for supporting and promoting talent in this incredible industry, and for this fantastic award!*



**JESS HEBDEN,**  
DIRECTOR, JH EVENTS

“

*It's a great group of people on the list, I'm so happy to be a winner, it feels great to be part of a movement and credited for something I've worked so hard for. There are lots of people to network with and be connected with through these awards.*



**JULIET TRIPP,**  
DEPUTY HEAD OF GLOBAL EVENTS, CHEMICAL WATCH

“

*It was such an honour and the opportunities for alumnae are really exciting and most importantly it is a great opportunity to connect with a diverse group of peers.*



**HANNAH CALDWELL,**  
PROJECT MANAGER, THE CREATIVE ENGAGEMENT GROUP

## To find out more information contact:

**Niall Hodgson**  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

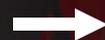
# THE SUBMISSIONS PROCESS

**SUBMISSION DEADLINE: 3 DECEMBER 2021 AT 23:59**

Submitting yourself or a colleague for this year's CN 30underThirty is completely free and you're allowed to enter as many different people as you'd like, so long as meet the submission criteria. Our process consists of three simple steps that you need to be aware of.



## FILL IN YOUR SUBMISSION FORM



## SUBMIT YOUR SUBMISSION FORM



## FIND OUT IF YOU'RE A WINNER

You'll find the submissions form on the CN 30underThirty event page on the CN Events site. Our submission forms consist of 4 main questions:

1. Why does this nominee belong in the CN 30underThirty Class of 2021?
2. In five years where will this nominee be?
3. Summary of the nominees' best skills, strengths, and achievements
4. What industry challenge does the nominee feel passionate about solving?

When you are ready (but before the submission deadline on 3 December 2021), click submit at the end of your submission. You will not receive a confirmation email. But you can rest assured that your nomination has been jetted over to the CN team. The CN team will then forward all submissions to our A-list panel of judges to review the applications and whittle down to the shortlist for the CN 30underThirty 'The Class of 2021'.

Winners will be announced online on 17 December at 13:00, and if successful you'll be contacted by the CN team to congratulate and invite you to the awards ceremony on the 20 January 2022. Further instructions will be supplied on the day.

### To find out more information contact:

**Niall Hodgson**  
 nhodgson@mashmedia.net  
 +44 (0)20 8481 1122

# MEET THIS YEARS JUDGES

## AMY HEWICK

*HEAD OF EVENTS AND MARKETING, OXFORD ANALYTICA*



A CN30 2020 winner, Amy heads up marketing and events at a geopolitical advisory firm, delivering down the funnel campaigns across a broad range of personas. Previously, Amy ran her own consultancy, having organised events for Unilever, University of Oxford, and The World Bank to name a few. Amy's career highlights include the Aurora Spring Forum, quoted as the "Davos of the energy industry" which has over 60 speakers, the big 6 CEO's in the energy industry and press attendance from some of the top journalists in Europe.

## JESS HEBDEN

*DIRECTOR, JH EVENTS*



Jess is an event professional with over 7 years' experience, gained from working across a variety of industry sectors. Jess pushes the boundaries and champions mental health and wellbeing in events. Her continued passion to deliver memorable experiences for her clients and their audiences by channelling her creativity and ability to adapt to changing environments lead her to be a CN30 2020 winner. Never one to shy away from a challenge, Jess is taking on a new adventure as a freelance Event Manager.

## GEORGIA CROSS,

*MARKETING & PR MANAGER, CHEERFUL TWENTYFIRST*



A past-CN30 winner, Georgia leads on marketing, communications and industry partnerships for brand experience agency, Cheerful Twentyfirst. Her appetite for creative communications and event programmes drives the agency's own marketing efforts forward. Georgia is actively involved in implementing wider CSR initiatives around sustainability and diversity and inclusion, and continues to be a vocal industry voice in both areas.

## JOSEPH CHARLTON,

*FOUNDER AND MANAGING DIRECTOR, PLANIT*



Joseph has been producing events for the last 7 years agency side mainly corporate B2B, events from 50 up to 5000 nationally and internationally. He launched his first business in August 2020 and most recently launched his second, Planit in June 2021. He's passionate about transparency, authenticity and empathetic leadership and his mission is to create a new way of working in the event industry.

### To find out more information contact:

**Niall Hodgson**  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

# MEET THIS YEARS JUDGES



**JOSH KING,**  
*SALES & MARKETING DIRECTOR, EMC3*

Josh King is the Sales & Marketing Director of emc3, one of the world's leading virtual, hybrid and live events agencies. Josh is an experienced marketer, creative and growth strategist who has worked with some of the world's most innovative and influential brands over the past decade including LinkedIn, Google and HubSpot.

Josh is also the Co-Founder of Dependable Forces, the health and safety partner of choice for some amazing organisations including Amazon Prime, Amazon Music and Rapid7.



**LIZZY EATON**  
*DIRECTOR, ODDITY EVENTS & MARKETING*

Lizzy is the founder and Director of Oddity Events & Marketing, an award-winning events agency.

In her 13+ years in the events industry, Lizzy has recruited, managed and developed event teams with a focus on delivering excellence in fast-paced and high-pressure environments. Lizzy has recently been recognised in the C&IT 35 under 35 A-List of UK Agency Planners. She is also a prominent advocate for inclusive event design for those with disabilities, having spoken at several industry events and written many articles on this issue.



**JULIET TRIPP,**  
*DEPUTY HEAD OF GLOBAL EVENTS, CHEMICAL WATCH*

Juliet is the event industry's go-to for personal development and coaching. With 10 years' experience in the world of events, she's Deputy Head of Global Events at Chemical Watch. Juliet is a professional speaker and moderator, regularly speaking on global industry stages including EventMB and International Confex and empowers ambitious eventprofs to reach their goals through coaching and the personal development membership for the industry; Event Goal Getters. In 2019 she was awarded a Conference News 30 underThirty award and now co-hosts 'Like an EventBoss', the unfiltered international events industry podcast, alongside Carrie Abernathy.



**MARTIN FULLARD,**  
*EDITORIAL DIRECTOR, CONFERENCE NEWS*

Martin Fullard is the editor of Conference News and editorial director at Mash Media. Martin is a leading figure in advocating for the UK's events industry, having appeared on the BBC, LBC, CNN and in major national titles. He believes that the business events industry is more than just a series of individual events and experiences, but that they are a vital market component and a prime asset in levelling up the UK regions' economies. He was also a central figure in the creation of industry coalition One Industry One Voice and its public campaign #WeCreateExperiences. As a journalist, Martin has previously covered breaking news, sport, automotive, and travel.

## To find out more information contact:

Niall Hodgson  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

# WHAT ARE THESE JUDGES LOOKING FOR IN A WINNING SUBMISSION?



**AMY HEWICK**  
 HEAD OF EVENTS AND  
 MARKETING, OXFORD  
 ANALYTICA

## WHAT QUALITIES DO YOU BELIEVE IT TAKES TO BE A CN30 WINNER?

It takes resilience and communication. Over the past 18 months we have experienced something quite out of the ordinary and the winners coming through will have persevered through some of the toughest times the industry will see. They will be able to recover quickly, adapt in difficult situations and learn from mistakes. Communication in events is key, especially during a pandemic! Communication with attendees and speakers, communication between remote team members and communication with key stakeholders is top on the agenda. Poor communication leads to fatal errors and strong communication skills is something that is embedded in every event organiser.

## 3 THINGS THAT EACH NOMINEE SHOULD INCLUDE IN THEIR ENTRY

stating experience where they've gone above and beyond, where they've been innovative and when they've had a dramatic impact on the industry

## WHAT PERTINENT INDUSTRY ISSUE DO YOU WANT TO SEE A POSITIVE CHANGE IN OVER THE NEXT 10 YEARS??

Has to be sustainability. As an industry, we are getting there, making changes as we go, but the throw away culture must stop. Do we need printed collateral on gloss with the date on?



**GEORGIA CROSS,**  
 MARKETING & PR  
 MANAGER, CHEERFUL  
 TWENTYFIRST

## WHAT QUALITIES DO YOU BELIEVE IT TAKES TO BE A CN30 WINNER?

Innovation, perspective and serious hustle-energy. We are working in a whole new events world where things are constantly changing. CN30 winners need to be adaptable and passionate about embracing that change but crucially, be able to step away from the detail-orientated production deliverables and look holistically at what makes a brilliant audience experience.

## 3 THINGS THAT EACH NOMINEE SHOULD INCLUDE IN THEIR ENTRY

I would like to see how nominees have gone beyond their day-to-day roles in the last twelve months, how they are enacting change across their organisation and what they prioritize as the next generation of thought leaders.

## WHAT PERTINENT INDUSTRY ISSUE DO YOU WANT TO SEE A POSITIVE CHANGE IN OVER THE NEXT 10 YEARS??

Sustainability and diversity are the most pertinent industry issues. Thankfully, we have a chance to put the full weight of the industry behind both, post-pandemic.

### To find out more information contact:

Niall Hodgson  
 nhodgson@mashmedia.net  
 +44 (0)20 8481 1122

# WHAT ARE THESE JUDGES LOOKING FOR IN A WINNING SUBMISSION?



**JESS HEBDEN**  
DIRECTOR, JH EVENTS

## WHAT QUALITIES DO YOU BELIEVE IT TAKES TO BE A CN30 WINNER?

- Passion
- Creative problem solver
- Can-do-attitude
- Proactive communicator
- Flexibility, especially given the current climate

## 3 THINGS THAT EACH NOMINEE SHOULD INCLUDE IN THEIR ENTRY

1. What makes them different and stand out from other industry professionals?
2. How have they learnt/developed from experiences?
3. Why they love the industry we work in?

## WHAT PERTINENT INDUSTRY ISSUE DO YOU WANT TO SEE A POSITIVE CHANGE IN OVER THE NEXT 10 YEARS??

A few spring to mind, diversity and inclusion, sustainability, along with wellbeing and mental health! We have seen steps in the right direction, but there is a lot more we can do as an industry. I think these issues will be a massive focus for the industry in the coming years.

Another one is getting more young people into events. Companies are advertising graduate level roles but asking for 10 years' experience, making it so difficult for people to get into our industry. Companies need to look at how they are hiring.



**JOSEPH CHARLTON,**  
FOUNDER AND MANAGING  
DIRECTOR, PLANIT

## WHAT QUALITIES DO YOU BELIEVE IT TAKES TO BE A CN30 WINNER?

Initiative, passion and creativity.

## 3 THINGS THAT EACH NOMINEE SHOULD INCLUDE IN THEIR ENTRY

Why they are good at what they do, how they are exceeding expectations and pushing the boundaries but most of all, what makes them great?

## WHAT PERTINENT INDUSTRY ISSUE DO YOU WANT TO SEE A POSITIVE CHANGE IN OVER THE NEXT 10 YEARS??

I think it goes without saying sustainability and inclusion is at the top of the list but for me personally I believe we need to look at the way the model works. Businesses need to get better at looking after their staff and being proactive about it. I'm not just saying a pamper day, we need to address the problem and look at resourcing procedures, transparency with clients and promote open dialogues with colleagues that may bring to light difficult truths but are responded to professionally. need to look at how they are hiring.

### To find out more information contact:

Niall Hodgson  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

# WHAT ARE THESE JUDGES LOOKING FOR IN A WINNING SUBMISSION?



**JOSH KING,**  
SALES & MARKETING  
DIRECTOR, EMC3

## WHAT QUALITIES DO YOU BELIEVE IT TAKES TO BE A CN30 WINNER?

The CN 30 Under 30 are the changemakers and rule breakers who are redefining our industry. They are the industry rising stars who constantly go above and beyond in their pursuit of excellence. If you're passionate, creative and love all things marketing and events, you should definitely try to get involved with this awesome programme!

## 3 THINGS THAT EACH NOMINEE SHOULD INCLUDE IN THEIR ENTRY

1. **Your story is your super power:** Tell us about yourself in a creative way that showcases why you're remarkable.
2. **Include data and feedback:** There's nothing more powerful than data-driven insights and testimonials from people you've interacted with.
3. **Be concise:** Avoid the use of marketing jargon and waffle. Be authentic and use supporting materials and links to enhance your entry.

## WHAT PERTINENT INDUSTRY ISSUE DO YOU WANT TO SEE A POSITIVE CHANGE IN OVER THE NEXT 10 YEARS??

There are 2 areas that I want to see a huge shift in over the next 10 years:

1. **Diversity & Inclusion:** We have to tackle the lack of diversity and inclusion across the events industry at all levels. I've been teaming up with the amazing team at Diversity Ally to try and inspire positive change across the industry. If you've not heard of the amazing work they are doing, you have to check them out.
2. **Sustainability:** Our industry can't continue on the trajectory it's on. It's going to take a collective effort to change the way that we work. Our team has been partnering with our awesome friends over at isla to enact real change.



**JULIET TRIPP,**  
DEPUTY HEAD OF  
GLOBAL EVENTS,  
CHEMICAL WATCH

## WHAT QUALITIES DO YOU BELIEVE IT TAKES TO BE A CN30 WINNER?

A potential winner would stand out to me by showing potential, drive and motivation to forge their own path and own version of 'success' on their own terms within the events industry. I think 'making a difference' is important too - whether within their team, organisation or on a larger scale throughout the industry.

## 3 THINGS THAT EACH NOMINEE SHOULD INCLUDE IN THEIR ENTRY

Their events experience; what their role involves, what their journey has looked like up until today and I always love to hear why people love this industry!

## WHAT PERTINENT INDUSTRY ISSUE DO YOU WANT TO SEE A POSITIVE CHANGE IN OVER THE NEXT 10 YEARS??

I think certainly a move away from the non stop / hustle culture and a focus on working smarter not harder. I hit burnout in my late 20s and really struggled - I had no idea what it was and we as an industry can certainly drive change in how we work, lead and look after one another. Of course we work long days, of course we get jet lag, and of course it isn't a glamorous industry 100% of the time... but this doesn't need to be every single day and projected on to the up and coming eventprofs rising up through the industry.

### To find out more information contact:

Niall Hodgson  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

# WHAT ARE THESE JUDGES LOOKING FOR IN A WINNING SUBMISSION?



**LIZZY EATON,**  
*DIRECTOR, ODDITY  
EVENTS & MARKETING*

## WHAT QUALITIES DO YOU BELIEVE IT TAKES TO BE A CN30 WINNER?

- Ambition to grow and learn within their role
- Passion for the events industry and the people in it, with an understanding of the pertinent issues we face
- Leadership skills and intuitive problem solving skills

## 3 THINGS THAT EACH NOMINEE SHOULD INCLUDE IN THEIR ENTRY

1. Demonstrating how they have challenged traditional practices or implemented new ideas within their team/organisation
2. Demonstrating innovation and creativity
3. Demonstrating effective leadership and stakeholder management: How they have managed the people around them in order to achieve great results?

## WHAT PERTINENT INDUSTRY ISSUE DO YOU WANT TO SEE A POSITIVE CHANGE IN OVER THE NEXT 10 YEARS??

More attention on inclusive event design for people with disabilities, and training for event managers to ensure their events are more inclusive.

### To find out more information contact:

**Niall Hodgson**  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

# HOW TO ANSWER OUR SUBMISSION QUESTIONS

## BIOGRAPHY

### WHY DOES THIS NOMINEE BELONG IN THE CN 30UNDERTHIRTY CLASS OF 2021?

**[400 WORD COUNT MAX]**

We suggest the answer focuses on the following areas:

- Achievements in the nominee's current role?
- How the nominee contributes to bringing value to their work colleagues and the conference and events industry?
- What makes them stand out as a potential 30U30?

## AMBITION

### IN FIVE YEARS WHERE WILL THE NOMINEE BE?

**[400 WORD COUNT MAX]**

We suggest the answer focuses on the following areas:

- What are the nominee's plans over the next 12 months?
- What is a significant career goal they are striving for within the next five years?

## AGILITY

### SUMMARY OF THE NOMINEES' SKILLS, STRENGTHS AND ACHIEVEMENTS

**[400 WORD COUNT MAX]**

We suggest the answer focuses on the following areas:

- 3 skills or strengths with the achievements as evidence of the highlighted skills or strengths

## PASSION

### WHAT INDUSTRY CHALLENGE DOES THE NOMINEE FEEL PASSIONATELY ABOUT CHAMPIONING?

**[400 WORD COUNT MAX]**

We suggest the answer focuses on the following areas:

- Why is the challenge the nominee has highlighted, a challenge that needs to be solved?
- Why is the nominee passionate about solving this challenge?
- How is the nominee currently addressing the challenge? Have they had any successes?
- How would the nominee address the challenge as a potential CN 30U30?

#### To find out more information contact:

Niall Hodgson  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

# TOP TIPS ON HOW TO WRITE A WINNING SUBMISSION

## THE WOW FACTOR

Have a 'wow' factor. In your submission include a strong reason why your nominee deserves to be in this year CN 30 Class and join the CN 30 community. What makes them really stand out from the crowd? Convey it, and you'll be in with a shot of winning.

## TELLING A COMPELLING STORY

No one wants to read a business case of the nominee. They want a story. Take them on your nominees' journey with a compelling and thought-provoking narrative. Keep it simple and authentic. Tell a story with an engaging tone and that demonstrates examples of the nominees' successes, will help you stand out from the crowd.

## MAKE IT VISUAL, INCLUDE LINKS TO MEDIA

Add images, videos and links to your LinkedIn, Website and any other relevant media will also be requested in your form. These links are critical evidence so do not overlook them. The judges will be going through hundreds of submission so make your submission different and enjoyable to review.

## UNDERSTAND THE JUDGES

A little preparation and media savvy is your friend. You'll be told who the expert panel of judges are for the 30underThirty and with a bit of research you can get to know them and what is likely to resonate. Get in their heads with a bit of desk research. Follow them on Twitter and LinkedIn and get a feel for what they care about. Tweak your messaging accordingly.

## SHOW EVIDENCE

Meet the judging criteria with clear, well-evidenced responses to each question. Showcase attendee numbers, & financial performances, provide suitable comparisons to highlight your excellence. The vital thing to do here is to organise the data you need to back up your key points. You might be the best nominee in the world, but a lack of evidence might find you filtered out in the first round.

## CHECK THE NOMINEE'S PERSONAL BRANDING

Your personal brand is the collective image of you. How you project yourself both in person and digitally through social media and how you go about creating and demonstrating your value to the industry - the CN 30 list is, after all, a recognition of individuals.

### To find out more information contact:

Niall Hodgson  
nhodgson@mashmedia.net  
+44 (0)20 8481 1122

# NOW BECOME A RISING STAR

**SUBMISSION DEADLINE: 3 DECEMBER 2021 AT 23:59**

If you aspire to make an impact, the groundwork must be laid early. The Conference News team don't expect a finished product, but we absolutely do look for potential and our team and our CN 30 community can assure you we will make that potential thrive.

If you have any other queries regarding submissions that these guidelines do not answer, please contact [nhodgson@mashmedia.net](mailto:nhodgson@mashmedia.net) or call +44 (0)20 8481 1122.

Thanks and good luck!

HEADLINE SPONSORS:  
**cvent**<sup>SM</sup>



[www.conferencenewsevents.co.uk/cn-30underthirty](http://www.conferencenewsevents.co.uk/cn-30underthirty)

Conference News



Mash Media Group Ltd | Apple Market House, 17 Union Street, Kingston Upon Thames, KT1 1RR | +44 (0) 208 481 1124