

EN 30 UNDER 30

SUBMISSION GUIDE

EN
30
under
30



Organised by:



exhibitionnewsevents.co.uk
SUBMISSION DEADLINE: 1 DECEMBER

WHAT IS THE EN 30 UNDERTHIRTY PROGRAMME?

Now in its fifth year, the EN 30underThirty scheme is designed to give young leaders, creators and thinkers in the exhibition industry the platform to create lasting change within our wider community.

WHY DO I NEED TO READ THIS GUIDE?

It's vital to ensure you've read this guide thoroughly, this guide accounts for the updated new process of submitting, new judges and hints and tips for a winning submission.

WHO SHOULD ENTER THESE AWARDS?

The EN 30underThirty scheme is open to any individual who represents an exhibition organiser working in the UK exhibitions and events industry and must be 30 or younger before 1 December 2021.



KEY DATES

15:00	15 OCTOBER 2021	SUBMISSIONS OPEN
00:00	1 DECEMBER 2021	SUBMISSIONS CLOSE
15:00	15 DECEMBER 2021	THE CLASS OF 2021 ANNOUNCED
WEEK COMMENCING	10 JANUARY 2022	AWARDS CEREMONY
WEEK COMMENCING	7 FEBRUARY 2022	EN30U30 LUNCH
09:00	7 MARCH 2022	THE PROGRAMME GOES LIVE AT INTERNATIONAL CONFEX

FIND OUT HOW YOU CAN CREATE A WINNING SUBMISSION >>>



James Rees
Commercial Manager
Montgomery Group



Amy Cunnington
Business Development
Manager
Clarion Gaming



Sarah Worwood
Operations Manager
RX (Reed Exhibitions)



Alexander Loveday
Account Manager
Hyve Group



Sarah Rosenberg
Head of Marketing,
Custom Events
The Economist



Martin Fullard
Editorial Director
Mash Media



Chloe Richardson
Owner
Acier Events



Louise Love
Head of Operations
ICHF Events

MEET THE JUDGING PANEL

The EN 30underThirty are judged by leading experts from within the events industry exhibition and events industry. The team at EN has built a panel that ensures there are no conflicts of interest. The team of judges will receive the entries and return each entry with their scores and comments.

The winners will be decided by those with the highest aggregate scores.

Please note that no one from Exhibition News or Mash Media plays any part in the judging process and if no one from your company will judge your nominee entry of the same company.

WHAT THE JUDGES ARE LOOKING FOR

WHAT QUALITIES DO YOU BELIEVE IT TAKES TO BE A EN30 WINNER?

- Passion for the industry
- Proven track record
- Career aspirations
- Forward thinking
- Adaptability
- Networking
- Representing the industry
- Engaging
- Shaping the industry
- Resilient
- Courageous
- Innovative
- Problem Solving
- Inspirational

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

- Matchmaking
- Women in Exhibitions
- Sustainability
- Hybrid Events

THINGS THAT EACH NOMINEE SHOULD INCLUDE IN THEIR ENTRY

- Clear path of long term goals & aspirations, especially in relation to what you'd like to gain from or contribute to the programme.
- Thoughts on the future of events & changes they would make if they were in charge.
- Evidence of achievements within their role e.g. facts & figures, testimonials (which provide a further insight into your achievements & reputation in the industry so far) from colleagues, case studies.
- Key experience and showcasing how they stand out e.g. launches, flagships or new initiatives you've been involved in.
- An example of where they have gone above and beyond the usual call of duty to express their commitment and passion for events.
- An outstanding career moment that demonstrates the measurable impact that they've personally made to the business they work in.
- Why they deserve to win the award - what sets them apart from the rest.
- A distinctive or innovative contribute they have made to the events industry.

THE SUBMISSIONS PROCESS

Submitting yourself or a colleague for this year's EN 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.

1. FILLING IN THE SUBMISSION FORM

You'll find the [submissions form on the EN 30underThirty event page on the EN Events site](#).

Our submission forms consist of 4 questions:

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

2. SUBMITTING YOUR ENTRY

When you are ready (but before the submission deadline on 1 December), click submit at the end of your submission. You will not receive a confirmation email. However, you can rest assured that your nomination has been jetted over to the appropriate admin that will collate all the applications for the judges.

3. FINDING OUT IF YOU HAVE MADE THE CLASS OF 2021

Winners will be announced online on 15 December at 15:00, and if successful you'll be contacted by the EN team to congratulate and invite you to the awards ceremony on the week commencing 10 January 2022. Further instructions will be supplied.

IMPORTANT NOTES

- You must submit before 1 December 23:59
- If you want to submit more than one entry you will have to fill out an individual form for each nomination.
- The shortlist will be announced on 15 December. Look out for this on the EN news and events website as well as our social media channels #EN30.



“Being an EN 30underThirty has provided a fantastic new network for me, bringing me the opportunity to get hard to get information, advice on career development and the chance to network with other individuals that are leading our industry into the future.

ALEXANDER LOVEDAY
ACCOUNT MANAGER AT HYVE GROUP

FIND OUT HOW TO NOMINATE AND BECOME THE CLASS OF 2021 >>>

[HTTPS://EXHIBITIONNEWSEVENTS.CO.UK/EN-30UNDER30/EN-30-UNDER-30-SUBMIT-AN-ENTRY](https://exhibitionnewsevents.co.uk/en-30under30/en-30-under-30-submit-an-entry)

HOW TO WRITE A WINNING SUBMISSION

BIOGRAPHY

Why does this nominee belong in the EN 30underThirty Class of 2021?

(400 max word count)

- 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 exhibition and events industry
- What makes them stand out as a potential 30U30.

All of the nominee's details like name, date of birth and occupation.

AMBITION

In five years where will the nominee be?

(400 max word count)

- We suggest the answer focuses on the following areas:
- What are the nominees 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.

(250 max word count)

- Three skills or strengths with the achievements as evidence.

PASSION

What industry challenge does the nominee feel passionate about championing?

(250 max word count)

- We suggest to answer the question we suggest answering the following:
- The challenge the nominee is highlighting and why the nominee is 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 EN 30?

SUBMIT



TOP TIPS

PERSONAL BRAND

Your personal brand is your collective image of you. How you project yourself both in person and digitally through social media and how you create and demonstrate your value to the industry.

These must be congruent to your application and your individuality. Don't be afraid to inject some personality into your nomination and establish yourself aside from the business you work for - the EN 30 list is, after all, a lifetime recognition for individuals.

UNDERSTAND THE JUDGES

A little preparation and media savvy is your friend. You'll be told who the expert panel of judges are, and with a bit of research, you can understand what areas of the exhibitions industry they are passionate about.

KEEP THE SUBMISSION CLEAR AND CONCISE

The critical info needed should be easy to identify, coherent and typo-free. You have to nail your introduction and potential as an EN 30U30 and capture the judge's attention. You might be the best nominee in the world, but a lack of evidence might find you filtered out in the first round.

Understand what our judges are looking for - passion, ambition and a story. Make sure you tell one!

NOMINATING YOURSELF?

If you are nominating yourself, we thoroughly recommend you include a reference to support your application along with your references contact details.



SOCIAL MEDIA

Entries must include their companies and personal business social media handles. Handles include LinkedIn, Instagram, Twitter and Facebook.

These links are critical evidence and should not be overlooked.

NOMINEE HEADSHOT

Entries must include a headshot that's suitable for publication. The image must be clean, clear and aligned to the nominee's current appearance. Do not send a headshot that has been filtered or more than 2MB.

THE DEADLINE FOR SUBMISSIONS IS ON THE 1 DECEMBER

If you aspire to make an impact, the groundwork must be laid early. The Exhibition News team don't expect a finished product, but they absolutely do look for potential.

Convey it, and you'll be in with a shot.

COMPANY LOGOS

The entries must attach their company's main logo as well as a white version of the company logo.

The logos must be submitted as a 2MB, high quality (preferably PNG) version.

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IF YOU HAVE ANY OTHER QUERIES
REGARDING SUBMISSIONS THAT THESE
GUIDELINES DO NOT ANSWER,

PLEASE CONTACT
GKAY-BLACK@MASHMEDIA.NET
OR CALL 0208 481 11 22 - EXT: 230

WE HOPE TO SEE YOUR ENTRY AND GOOD LUCK!
THE EXHIBITION NEWS TEAM

HEADLINE SPONSORS



Organised by:

