

## Entry Form

## Women in Marketing Awards 2018 Category: The Changemaker

Please complete your contact details below and provide supporting statements for you and/or your team as a candidate in this category. Self and third-party nominations are welcome, and this category is open to brand and agency marketers OR founders within the marketing Industry.

**The WiM Changemaker** awardrecognises the individual who has demonstrated entrepreneurship (Intrapraneur) within their organisation in the course of the past year OR a founder disrupting industry models.

This award will be given to a female candidate who has demonstrated evidence of acting as an intrapreneur within an organisation by identifying opportunities, bringing new ideas and driving positive change or alternatively female founders disrupting industry models This winner will be someone who is able to use market insight to inspire, innovate, influence and ultimately drive action within an organisation or as a founder within the wider marketing industry

Once completed, please upload your form and any supporting materials (jpegs, PDFs) to [womeninmarketing.org.uk](http://womeninmarketing.org.uk)

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| Nominee details |  |
| Name of nominee |  |
| Organisation |  |
| Address |  |
|  |  |
| Email |  |
| Telephone |  |
| Self-nomination |  |
|  |  |
| Is nominee aware of this application? |  |
| Are you applying from within an agency, brand or as a founder? |  |

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| Profile of you for event marketing purposes.  Please include, if known, the size of company, number of staff, size of marketing budget, company turnover. 30 words |
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| OVERVIEW OF ORGANISATION AND NOMINEE ROLE  Please include, if known, the marketing budget as percent of total turnover; total turnover; number of staff who directly and indirectly report to the nominee and span of their organisational functions and geographic regions; the scope, breadth, complexity of the nominee’s role. 100 words |
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| THE MARKETING INTRAPRENEURSHIP CHALLENGE  Describe how your marketing intrapreneurship has impacted the performance of your staff, your organisation and your products and/or services. Please include the breadth, number and complexity of the nominee’s professional objectives, examples of how / when the nominee has demonstrated inspiring and innovative intrapreneurship. 200 words |
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| IMPACT OF MARKETING INTRAPRENEURSHIP  Outline of the ways the nominee demonstrated intrapreneurship – personal, team and/or organisational – in achieving her objectives through others. How does the nominee demonstrate self-awareness when overcoming a challenge? How has the nominee impacted the performance of the organisation, its products/services, and its stakeholders? Please provide details of the scope and nature of the challenge and evidence of the nominee’s inspiring and effective intrapreneurship in the circumstances. 300 words |
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| FOUNDERS ONLY 700 words max  What are you on a mission to change? |
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| Why do you see marketing as central to the change you are driving? |
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| What is the vision you have for your area of business in the next 5 yrs? |
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| How have you delivered results through changing your firm? |
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| SUPPORTING MATERIAL  Please list the attachments you are uploading with your entry (jpegs, PDFs) |
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