



presents

The Online Influence Awards 2019 Nomination Pack

22 November 2019 | The Bloomsbury Ballroom



THE EVENT

Back in 2015, we launched The Vuelio Blog Awards which over four years became the most respected awards for bloggers across the UK. But, the world of influence has changed, and so this year we're delighted to unveil our new look event, the Online Influence Awards.

The Online Influence Awards is the first UK Awards designed to celebrate the very best in influence, insight and intelligence from across the world of vloggers, bloggers, Instagrammers and podcasters.

Alongside subject categories from lifestyle and fashion to tech and politics, this year we'll also reward the best online influence campaigns from organisations and agencies. We want to celebrate the hard work of those reshaping public debate using the power of online influencer marketing.



THE BENEFITS

Receive industry recognition for your outstanding work

The Online Influence Awards is the only UK awards to combine quantitative analysis with peer review to recognise the very best.

Expand and grow your network

On the night, showcase your work in front of the best in the industry from leading bloggers to top podcasters and your industry peers.

Celebrate your success

Bring your team to an exclusive night to remember on 22 November held at The Bloomsbury Ballroom, London.



THE CATEGORIES

Best Content Agency

The award for best agency with a specialism in online influencer marketing able to demonstrate sustained excellence in strategy, business development, talent retention and campaign delivery.

Best B2B Influence Campaign

Recognising the very best online influence campaign targeting B2B audiences in 2019.

Best B2C Influence Campaign

This category rewards the very best consumer focused influence campaign in 2019 based on creativity and impact.

Best Cause-Led Influence Campaign

This has been created to recognise the most impactful cause-led online influence campaign for 2019.





ENTRY RULES

- All submissions must be made by email to rebecca.potts@vuelio.com.
- Any submissions received after midnight on Friday 4 October will not be allowed.
- Entries must not be longer than two pages.
- Any information included in the entry that is not marked 'confidential' may be published before, during or after the awards.
- The judges' decision is final.

ELIGIBILITY

To enter The Online Influence Awards your agency or your work must have ran between November 2018 and November 2019.

FEES & DEADLINE

The Online Influence Awards are free to enter and the deadline for entries is Friday 4 October. Individual tickets to the awards will be £100 until 1 September, after this date the price will increase to £140. A table of 10 is £1,000.



5 TOP TIPS FOR ENTERING

1. Be vigilant

Make sure you read the guidance notes thoroughly, we've included hints about what to include and what our judges want to see.

2. It's all about impact!

Where you can demonstrate your success using cold hard stats, do it.

3. Stand out

Our judges will be reviewing a significant number of entries so make sure you include something memorable in your entry, remember a picture says a thousand words.

4. Phone a friend

Ask your colleagues for feedback on your entry, if there's been a large team involved share this with them, they might spot something you've missed.

5. Check, check and check again.

Don't fall foul to the common typo, proofread your entry before you click send.



ENTRY PROCESS

- Download the entry form and guidance notes for the category(s) you wish to enter.
- Complete the form paying close attention to the guidance notes.
- When you're happy with your entry, email a PDF of the completed form and any supporting attachments (video or images) to rebecca.potts@vuelio.com.
- Please submit an image to support your entry, this will be used on the event website if you are shortlisted.
- Check your entry meets the criteria set out in the entry form.
- Once you have submitted your entry we will review your entry and confirm your submission within a few days.
- The judging day will take place at the beginning of October and the winners will be announced at the awards ceremony on Friday 22 November.



GET IN TOUCH!

If you have any questions about the entry guidelines or the form please get in touch.

Alternatively, if you'd like to sponsor the awards we have a number of packages to suit any budget, please call Rebecca Potts: 020 3426 4039 or email: rebecca.potts@vuelio.com.



