

Access
**30
under
30**

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2021 SUBMISSIONS GUIDE

SUBMISSION DEADLINE: 10 DECEMBER 2021

ACCESSNEXTGEN.CO.UK



INTRODUCTION

ABOUT THIS SUBMISSIONS GUIDE

This submissions guide will help you compile your entries for the Access 30under30 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.

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To find out more information contact:

Niall Hodgson
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ABOUT THE ACCESS 30UNDER30

WHAT IS THE ACCESS 30UNDER30 PROGRAMME?

For the 3rd year, we at Access All Areas are launching our 30under30 programme where we look for 30 of the best and boldest young leaders, creators and thinkers in the outdoor and live 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 Access 30 programme is open to event organisers working in the outdoor and live events industry and must be 29 or younger before 10 December 2021.

KEY DATES

- 01/11/2021 SUBMISSIONS OPEN
- 10/12/2022 SUBMISSIONS CLOSE
- 03/01/2022 THE CLASS OF 2021 ANNOUNCED
- 24/01/2022 AWARDS CEREMONY

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“

THE PEOPLE OUR 30UNDER30 PROGRAMME RECOGNISES ARE THE FUTURE OF THE INDUSTRY. THOSE WHO HAVE MADE IT TO THE ACCESS 30 COMMUNITY HAVE CREATIVITY, CURIOSITY AND PASSION, MAKING THEM THE NEXT GENERATION OF LEADERS! WE ARE DELIGHTED THAT WE CAN PROVIDE THEM WITH A PLATFORM THAT ACKNOWLEDGES THEIR ACHIEVEMENTS AND SUPPORTS THEIR GROWTH.



DUNCAN SIEGLE,
PORTFOLIO DIRECTOR, ACCESS ALL AREAS



WHAT IT MEANS TO BE A ACCESS 30UNDER30

“

The industry we work is extremely dynamic and can be incredibly stressful so it feels great to be recognised by our peers and colleagues. At the awards evening alone, I've meet some amazing people and made some great connections. Thank you Access All Areas!



SAMUEL GUESS,
ACCOUNT DIRECTOR, AVANTGARDE MARKETING

“

I'm absolutely buzzed to win a 30under 30 award and just to be around and associated with so many inspiring young people who are achieving amazing things in the industry is just fantastic.



PAUL ASHURST,
EVENTS DIRECTOR, BOURNEMOUTH 7S FESTIVAL

“

To be around so many talented, young people who are upcoming stars is really inspiring. I am extremely grateful for this award, thank you Access All Areas!



JACK BAXTER,
BUSINESS DEVELOPMENT MANAGER, EUROPA SHOWFREIGHT,

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THE SUBMISSIONS PROCESS

SUBMISSION DEADLINE: 10 DECEMBER 2021 AT 23:59

Submitting yourself or a colleague for this year's Access 30under30 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

You'll find the submissions form on the Access 30under30 event site. Our submission forms consist of 4 main questions:

1. Why does this nominee belong in the Access 30under30 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?

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SUBMIT YOUR SUBMISSION FORM

When you are ready (but before the submission deadline on 10 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 Access team. The Access 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 Access 30under30 'The Class of 2021'.



CLASS OF 2021

FIND OUT IF YOU'RE A WINNER

Winners will be announced online on 3 January at 13:00, and if successful you'll be contacted by the Access team to congratulate and invite you to the awards ceremony on the 24 January 2022. Further instructions will be supplied on the day.



MEET THIS YEARS JUDGES

CHRIS BARRETT

EDITOR, ACCESS ALL AREAS



An experienced editor, journalist and content consultant, Chris has been the editor of Access All Areas during the most challenging period the events industry has known. Prior to joining Access, as a content consultant, he undertook a broad range of entertainment industry content projects for clients including Abbey Road Studios, Google and Universal Music.

Chris's extensive journalism experience includes being features editor at Music Week and contributing to music industry titles including Audience, Billboard, IQ, Festival, Music Ally, Musical America and Record of the Day. His work has also appeared in consumer press, such as Q magazine, and broadsheet newspapers as far and wide as the UK's Independent and Australia's The Sunday Telegraph.

SIMEON ALDRED,

HEAD OF STRATEGY, BROADWICK GROUP



Simeon Aldred is the head of strategy for the Broadwick Group of companies and founder of the vibration group. Simeon is responsible for the creation of a number of iconic venues and brands such as printworks London and depot Mayfield as well as being investors over the last 20 years in some of the biggest event supply companies, festivals, venues and event agencies.

JENNY HAMADA

DIRECTOR OF EVENTS, EUROPEAN FESTIVALS AT AEG PRESENTS



Jenny Hamada is Director of Events for European Festivals at AEG Presents, one of the world's leading companies in entertainment. Joining AEG Presents in 2014, she quickly became a key figure in its world-class festivals, including BST Hyde Park and All Points East in London.

Jenny now oversees the festival division, developing the strategy for its existing portfolio as well as partnerships and acquisitions, and is responsible for the successful year-round planning, management and execution of these events. Alongside her core role she is a driving force for diversity, sustainability, accessibility, community and inclusion – and was recognised in 2019, winning the Sarah Nulty Women In Festivals Award at the UK Festival Awards.

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HOW TO ANSWER OUR SUBMISSION QUESTIONS

BIOGRAPHY

WHY DOES THIS NOMINEE BELONG IN THE ACCESS 30UNDER30 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 30Under30?

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 Access 30U30?

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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 Access 30 Class and join the Access 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.

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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 30under30 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 Access 30 list is, after all, a recognition of individuals.



NOW BE PART OF THE NEXT GENERATION!

SUBMISSION DEADLINE: 10 DECEMBER 2021 AT 23:59

If you aspire to make an impact, the groundwork must be laid early. The Access All Areas team don't expect a finished product, but we absolutely do look for potential and our team and our Access 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 or call +44 (0)20 8481 1122.

Thanks and good luck!
The Access All Areas team

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