



Music Week
AWARDS 2019

ENTRY GUIDE 2019

The entry process for the Music Week Awards 2019 is your opportunity to put forward your best work for the year and highlight the achievements of you and your company to the industry! This is your chance to shout about your business, and get deserving recognition and reward from your peers.

This guide will give you an overview of the Music Week Awards 2019 categories, criteria, entry process and judging process. We want to give you confidence that the industry can trust that the Music Week Awards really are the mark of business excellence in music.

This entry kit will guide you through the processes, answer your questions and give you the best possible chance of winning a Music Week Award in 2019.



GENERAL ENTRY RULES AND INFORMATION

The Music Week Awards are open to all organisations working in the music industry who have staff based in the UK.

The entry information that you submit will be the only information that will accompany your submission throughout the judging process. This includes the supplementary information that you can provide in addition to your written entry. Requests to add further information or submit new information after the entry deadline will not be granted.

All entries should follow the requested format as detailed on the online submission form, and the information detailed in the criteria should be completed to the best of your ability. It is important that you pay attention to the criteria and meet them as completely as possible; this ensures that all entries that are seen by the judges are of a similar standard, and judging can be done based on an even playing field. Please note that for some awards, some of the criteria is mandatory, as evidenced by the addition of a * next to it.

All entries must be submitted via the www.musicweekawards.com online entry form. **Entries submitted via any other means or format will not be recognised and will be disqualified; including email, post and in person delivery.**

ELIGIBILITY AND CONFIDENTIALITY

The eligibility period for submissions should relate to the period **1st January 2018 to 31st December 2018**. Please make sure that your entry only contains evidence of activity that took place during this time frame.

Eligibility for each award is clarified by company type – before you enter, please check that you are eligible to do so.

Companies or individuals may submit entries on behalf of themselves or others and may enter any number of categories. Please note that entries that were submitted for the Music Week Awards 2018 cannot be entered for the Music Week Awards 2019 unless it can be proved that substantial developments/improvements have taken place.

The information in your entry will remain confidential between the Music Week Awards team, and if you make the shortlist, the judges. Confidentiality is something that the Music Week Awards team take very seriously, and all our judges are expert professionals who understand the importance of professional confidentiality and discretion. Where necessary, for certain awards, Non-Disclosure Agreements are signed by the judges.

THE AWARDS PROCESS

The Music Week Awards process is simple and transparent, and is structured to facilitate an accurate and failsafe method of determining the winner of each award.

ENTRIES

Entries open on Monday 3rd December 2018

Your written entry is the basis on which you will be judged and shortlisted. The entry form should be completed to the best of your ability and the content should show how you meet all of the criteria in your chosen category. Please include all of the information we ask for, otherwise your entry may not be put forward, or if it is, it may result in lower scoring from the judges. You will be unable to complete your entry online if you have not filled out the mandatory fields indicated by an asterisk *.

Entries **must be submitted via the Music Week Awards website** in order to be eligible for shortlisting and judging.

If you are making a second entry under the same email address you will be prompted to complete the first page of the form again, but when pressing continue the system will recognise your email address and prompt you to log in. You can then add your second entry or modify an existing one.

Entries will close at midnight GMT on 16th January 2019.

Entries should be completed and submitted by the time and date above. **All requests for deadline extensions should be sent to Amy Paul on amy.paul@futurenet.com for consideration.** Requests sent to other members of the Music Week Awards team may not be granted or forwarded.

THE SHORTLIST

When entries have closed, the shortlisting begins! The shortlist is curated by the Music Week editorial team, who have a lot of experience of judging awards programmes, and are innately very well qualified to judge innovation and success in the music industry. Where entries are particularly competitive or of a particularly high volume in one category, the team will ask for the expert advice of some outside counsel.

The shortlist will be announced in February 2019.

THE JUDGING PROCESS

Each of the Music Week Awards is judged in a unique way that is best suited to the award in question. The Awards recognise so many different parts of the music industry that a 'one size fits all' approach is not appropriate, and as such we tailor the process for each award to make sure that the outcome and expertise consulted is appropriate for the award in question.

All awards will have a specially curated judging panel, usually formed by mixing peers with those elsewhere in the value chain, to make sure that the judgement is informed and considered from all relevant sides of the industry.



Some of the Awards will have judging days, which will require the shortlisted companies to present their entry in person to a small, expert judging panel. These awards are identified as such on the awards website and in this entry kit.

Judges will be required to score each shortlisted entry against the specific criteria for each award, which is why it is so important that each entry addresses each part of the criteria listed. Voting will be private to avoid lobbying or undue pressure from other judges or third parties. The scores will be collated, verified for any anomalies and then averaged out to determine the winner.

This system makes sure that each and every judge will read each and every entry, and allows the Music Week team to identify any potential bias or inconsistencies in scores. Judges are able to recuse themselves from scoring particular entries if necessary, and the process is transparent and fair to all parties.

The transparency of this judging process is hugely important to us; however, we will not be revealing the identity of our judges. This is in order to make sure that we can retain our values of integrity and confidentiality while ensuring clear boundaries around the judging process.

WINNERS ANNOUNCED

The winners will be announced via the Music Week Awards ceremony, taking place on 9th May 2019 at Battersea Evolution in London.



THE ENTRY FORM & WHAT TO INCLUDE:

Your entry must be no longer than 1,000 words and address the criteria set out in the category you're entering. To view the criteria and decide which award(s) you would like to enter, please visit www.musicweekawards.com to do so. It is here that you will be able to download PDF versions of the criteria to share with others who may need to contribute to your entry.

Please look at these criteria carefully when deciding on the appropriate category to enter, as entry categories cannot be changed once judging has commenced. If you enter an award and the Music Week team feel your entry is more suited to another category, we reserve the right to move your entry into another category.

Once you've selected the category you wish to enter, the text boxes appropriate to that category will be displayed on screen. Make sure you correctly input the text of your entry into the relevant fields. Supporting material is **optional** and should be uploaded in the relevant places according to the form.

Please ensure you have the following items to upload to your entry:

- Your 1,000-word **text only** submission, to be entered into the text boxes on the online entry form as directed and according to the criteria. **Please note that where things are starred (*) in the criteria, these fields are mandatory for entry and must be filled out accordingly.**
- Testimonials are included in this word count. Where we ask for testimonials, you should try and obtain these from clients, partners, and industry figures, rather than people who work for your organisation.
- Any supporting material (optional) - such as images and video links – should be uploaded during this process too. **Please note that only images and video links will be accepted as supporting material, with a limit of 3 images and one video link per entry.**
- A 50-word summary of your entry for publication following shortlisting, written in the third person (a separate text box will be provided on the entry form).
- One high-res company logo.

The entry form will ask you to provide a 50-word summary of your entry **which will be printed in the event guide and shared in marketing if your entry is shortlisted.** You will not be asked to check this or amend it, so please make sure that you are happy for the information in this part of your entry to be published.

We will use the information that you give us to compile the shortlist, so it's very important that you make sure you are using the correct spelling and including the right information, so that the listings end up correct.

We'll acknowledge receipt of entries by email within a week of the entry closing date.



JUDGING DAYS

The winners of some of our awards will be decided by judging days. It is not possible to run judging days for all of our awards, but for some of them it is beneficial and appropriate. These tend to be the campaign or project focused awards, where we find that judges and entrants benefit from the opportunity to bring these campaigns to life in person before judging is concluded.

The following awards will have judging days for the Music Week Awards 2019:

- Artist Marketing Campaign
- Catalogue Marketing Campaign
- PR Campaign
- Music & Brand Partnership

If you are entering one of the above awards, please bear in mind that if shortlisted, you will be invited to attend a judging day and present your entry to our judging panel. Please note that we expect judging days to be attended by senior representative(s) involved in the entry itself.

You will be consulted regarding a suitable day, and arrangements will be confirmed with you by the Music Week Awards team. You will be given a 30 minute time slot, 10-15 minutes of which will be for you to present your entry in front of a small, expert judging panel, with 15 minutes at the end for questions.



CATEGORIES & CRITERIA

The Full Awards List

1. A&R Award
2. Artist Marketing Campaign
3. Catalogue Marketing Campaign
4. PR Campaign
5. Music & Brand Partnership
6. Independent Record Company
7. Record Company
8. Independent Retailer
9. Music Consumer Innovation
10. Publisher of the Year
11. Label/Artist Services Company
12. Law Firm of the Year
13. Accountancy Firm of the Year
14. Live Music Agent (Individual)
15. Live Music Promoter (Company)
16. Ticketing Company
17. Grassroots Venue: Spirit of the Scene
18. Manager of the Year
19. Radio Show
20. Radio Station
21. Sales Team
22. Promotions Team
23. Festival of the Year
24. The Strat



A&R AWARD

Who is eligible for this award?

This Award is for an A&R team (defined as more than one person), rather than an A&R individual. It recognises creative and commercial achievement in the field of A&R over the period of 1st January 2018 to 31st December 2018.

Entry submissions must address the following criteria:

- Number of staff employed within the team (split executive and support staff) (50 words max)
- A brief overview of the business / team strategy and goals (**max length 200 words**)
- *Details of performance across three artists within the timeframe for entries, with reference to evidence of the strategy and goals as detailed above (max length 150 words per artist)*
- Your entry should include clear evidence of artists signing and development leading to commercial and creative success. (max length 300 words)

This can include:

- Sales figures
- Critical acclaim
- Testimonials

ARTIST MARKETING CAMPAIGN

Who is eligible for this award?

This Award is for Artist Marketing Campaign focused upon a new album, single or other significant activity that has been released during the period of 1st January 2018 to 31st December 2018.

Entry submissions must address the following criteria:

- Details of the marketing campaign brief and objectives (**max length 200 words**)
- Rationale behind the campaign, including research and planning and audience (**max length 200 words**)
- Strategy and tactics, including evidence of creativity and innovation across multiple platforms (**max length 200 words**)
- Implementation of tactics; outline different stages of the campaign (**max length 200 words**)
- *Measurement and evaluation of the above (**max length 200 words**)*
- *Budget and cost effectiveness (budget will be selected from a series of budget tiers)*
 - **£500,000+**
 - **£250,000 - £499,999**
 - **£100,000 - £249,999**
 - **£50,000 - £99,999**
 - **£10,000 - £49,999**
 - **£9,999 - £0**

****Judging Process:** This Award will have a judging day, so please make sure that someone in your team will be able to attend to present your entry to the judges in person.**



CATALOGUE MARKETING CAMPAIGN

Who is eligible for this award?

This Award is for Catalogue Marketing Campaign focused upon the rejuvenation of previously existing work of one artist or compilation that has been re-released between 1st January 2018 and 31st December 2018.

Entry submissions must address the following criteria:

- Details of the marketing campaign brief and objectives **(max length 200 words)**
- Rationale behind the campaign, including research and planning and audience **(max length 200 words)**
- Strategy and tactics, including evidence of creativity and innovation across multiple platforms **(max length 200 words)**
- Implementation of tactics; outline different stages of the campaign **(max length 200 words)**
- *Measurement and evaluation of the above **(max length 200 words)***
- *Budget and cost effectiveness (budget will be selected from a series of budget tiers)*
 - £250,000+
 - £100,000 - £249,999
 - £50,000 - £99,999
 - £25,000 - £49,999
 - £0 - £24,999

****Judging Process:** This Award will have a judging day, so please make sure that someone in your team will be able to attend to present your entry to the judges in person.**

PR CAMPAIGN

Who is eligible for this award?

This Award is for a PR campaign for a single artist that has released a substantial body of work with an accompanying PR campaign between 1st January 2018 and 31st December 2018.

Entry submissions must address the following criteria:

- Details of the PR campaign brief and objectives **(max length 200 words)**
- Rationale behind the campaign, including research and planning and audience **(max length 200 words)**
- Strategy and tactics, including evidence of creativity and innovation across multiple platforms **(max length 200 words)**
- Implementation of tactics; outline different stages of the campaign **(max length 200 words)**
- *Measurement and evaluation of the above including overall reach (in numbers and engagement)* **(max length 200 words)**
- *Budget and cost effectiveness (budget will be selected from a series of budget tiers)*
 - £250,000+
 - £100,000 - £249,999
 - £50,000 - £99,999
 - £25,000 - £49,999
 - £10,000 - £24,999
 - £9,999 - £0

****Judging Process:** This Award will have a judging day, so please make sure that someone in your team will be able to attend to present your entry to the judges in person.**



MUSIC & BRAND PARTNERSHIP

Who is eligible for this award?

This award is open to any organisation that has been involved in the planning, development and execution of a partnership between a brand and an artist during the period 1st January 2018 to 31st December 2018.

Entry submissions must address the following criteria:

- Details of the partnership brief and objectives (**max length 200 words**)
- Rationale behind the campaign, including research and planning and audience (**max length 200 words**)
- Strategy and tactics, including evidence of creativity and innovation across the partnership (**max length 200 words**)
- Implementation of tactics; outline different stages of the partnership (**max length 200 words**)
- *Measurement and evaluation of the above* (**max length 200 words**)
- *Budget and cost effectiveness (budget will be selected from a series of budget tiers)*
 - **£500,000+**
 - **£250,000 - £499,999**
 - **£100,000 - £249,999**
 - **£50,000 - £99,999**
 - **£10,000 - £49,999**
 - **£9,999 - £0**
- Please list all parties that were involved in the partnership and their roles/functions (please note that we will only credit people and organisations listed in this part of the entry, so please make sure you are comprehensive)*

****Judging Process:** This Award will have a judging day, so please make sure that someone in your team will be able to attend to present your entry to the judges in person.**

INDEPENDENT RECORD COMPANY

Who is eligible for this award?

This award is open to any record company that is majority owned independently and has staff based in the UK.

Entry submissions must address the following criteria:

- The number of staff in the company, including executive/support staff and remote working staff (**max 50 words**)
- A brief overview of the objectives and strategy of the company from 1st January 2018 to 31st December 2018 (**max length 200 words**)
- Evidence of the creative implementation of tactics to achieve objectives, and measurement and evaluation of the latter (**max length 200 words**)
- *Financial success: Provide evidence of specific sales achievements during 1st January 2018 to 31st December 2018 for up to 3 releases for different artists (single or album). This can include physical, streaming and online downloads in addition to revenue generated from artist partnerships or endorsements. (max length 200 words)*
- Creative success: Provide evidence of a clear range of signed artists and details of any expansion of the artist roster in the past 12 months. (**max length 200 words**)



RECORD COMPANY

Who is eligible for this award?

This award is open to any record company that is not majority owned independently and has staff based in the UK.

Entry submissions must address the following criteria:

- The number of staff in the company, including executive/support staff and remote working staff **(max 50 words)**
- A brief overview of the objectives and strategy of the company from 1st January 2018 to 31st December 2018 **(max length 200 words)**
- Evidence of the creative implementation of tactics to achieve objectives, and measurement and evaluation of the latter **(max length 200 words)**
- *Financial success: Provide evidence of specific sales achievements during 1st January 2018 to 31st December 2018 for up to 3 releases for different artists (single or album). This can include physical, streaming and online downloads in addition to revenue generated from artist partnerships or endorsements. **(max length 200 words)***
- Creative success: Provide evidence of a clear range of signed artists and details of any expansion of the artist roster throughout 1st January 2018 to 31st December 2018. **(max length 200 words)**

INDEPENDENT RETAILER - SUPPORTED BY ERA

Who is eligible for this award?

This award is open to any independently owned music retailer in the UK (physical, online or multichannel) that exclusively sells music, accessories, merchandise and hardware, with no other products or services for sale.

Entry submissions must address the following criteria:

- Overview of the business, including details of objectives and strategy for 2018 **(max length 200 words)**
- Number of staff employed in the business **(max 50 words)**
- *Details of specific release campaigns in store and/or online and their quantifiable success* **(max length 200 words)**
- Evidence of community outreach and importance/impact on local music scene and fans **(max length 200 words)**
- Innovation in customer service - provide evidence of customer support, customer-first reward strategies and the encouragement of repeat business **(max length 200 words)**

MUSIC CONSUMER INNOVATION

Who is eligible for this award?

This award is open to any nationwide music retailer or streaming company with staff based in the UK.



Entry submissions must include the following criteria:

- An overview of a specific project/campaign/technology that has changed the way that consumers experience music (must be available to consumers in the UK) **(max length 200 words)**
- Please include evidence of why the project/campaign/technology is different and innovative **(max length 200 words)**
- *An explanation of KPI's of the success of the project/campaign/technology and evidence of the measurement of said success* **(max length 200 words)**
- How did consumers respond? i.e. evidence of increased sales, wider range of music consumed, customer testimonials etc. **(max length 200 words)**

PUBLISHER OF THE YEAR

Who is eligible for this award?

This award is open to any publisher with staff based in the UK.

Entry submissions must address the following criteria:

- The number of staff in the company, including executive/support staff and remote working staff (max length 100 words)
- A brief overview of the objectives and strategy of the company during 1st January 2018 to 31st December 2018 (max length 300 words)
- Evidence of the creative implementation of tactics to achieve objectives, and measurement and evaluation of the latter (max length 300 words)
- *Clear evidence of the creative and commercial impact of promotion of the company's song catalogue across a variety of market sectors (recorded music, sync, live, etc.) – including both singles and albums and involving multiple writers from 1st January 2018 to 31st December 2018 (max length 300 words)*

LABEL/ARTIST SERVICES COMPANY

Who is eligible for this award?

This award is open to any label or artist services company that has staff based in the UK.

Entry submissions must address the following criteria:

- The number of staff in the company, including executive/support staff and remote working staff (max length 100 words)
- A brief overview of the objectives and strategy of the company from 1st January 2018 to 31st December 2018 (max length 300 words)
- Evidence of the creative implementation of tactics to achieve objectives, and measurement and evaluation of the latter (max length 300 words)
- *Financial & creative success: Provide evidence of specific commercial & creative achievements throughout 1st January 2018 to 31st December 2018 for up to 3 campaigns for different artists and/or labels (single or album) (max length 300 words)*
- *Please include 1-3 testimonials regarding those campaigns as to performance/customer service/success/innovation/commercial impact (max length 500 words)*



LAW FIRM OF THE YEAR

Who is eligible for this award?

This award is open to any law firm with clients in the B2B music industry, with staff based in the UK.

Entry submissions must address the following criteria:

- The number of staff in the company, including executive/support staff and remote working staff (max length 100 words)
- A brief overview of the objectives and strategy of the company from 1st January 2018 to 31st December 2018 (max length 300 words)
- Evidence of the implementation of tactics to achieve objectives, and measurement and evaluation of the latter (max length 300 words)
- Evidence of the positive and valuable contribution of legal services to the B2B music industry (anecdotal or redacted details will be accepted) (max length 300 words)
- *Please provide endorsements from clients pertaining to the quality of the legal support they have received (max length 500 words)*

*Please note that the judging panel for Law Firm of the Year will be required to sign non-disclosure agreements pertaining to the content of the entries ahead of judging this category.

ACCOUNTANCY FIRM OF THE YEAR

The Accountancy Firm of the Year Award will open and close for entries on a different timeline to our other categories, taking into account that December and January are the busiest times of the year for accountancy firms. Please email us on eventsmarketing@futurenet.com for more information.

LIVE MUSIC AGENT (INDIVIDUAL)

Who is eligible for this award?

Any UK based live music agent

Entry submissions must address the following criteria:

- Detail regarding artists represented and the live dates they have booked from 1st January 2018 to 31st December 2018 (max length 500 words)
- Evidence of the impact of the agent on the career development and/or commercial and creative success of the artist or artists they represent (max length 500 words)
- *Up to 5 endorsements from key contacts across the live business e.g. venues, promoters and managers (max length 500 words)*
- Please upload a picture of the individual you are nominating for this award



LIVE MUSIC PROMOTER (COMPANY)

Who is eligible for this award?

Any live music company promoting UK gigs, tours and festivals.

Entry submissions must address the following criteria:

- The number of staff in the company, including executive/support staff and remote working staff (max length 100 words)
- A brief overview of the objectives and strategy of the company from 1st January 2018 to 31st December 2018 (max length 300 words)
- *Details of up to 3 events that must have happened in the time period specified for eligibility (max length 600 words)
Including:
 - Event popularity – ticket sales
 - Event profile – details and examples of coverage received and reach of that coverage (please include evidence of coverage over multiple platforms)
 - Profitability of event – revenue and GP*

TICKETING COMPANY

Who is eligible for this award?

Any ticketing company that operates in the live music space and has staff based in the UK.

Entry submissions must address the following criteria:

- The number of staff in the company, including executive/support staff and remote working staff (**max 50 words**)
- A brief overview of the objectives and strategy of the company from 1st January 2018 to 31st December 2018, focusing in particular on the user experience (max length 150 words)
- Evidence of the implementation of tactics to achieve objectives, and measurement and evaluation of the latter (max length 150 words)
- *Financial success: provide evidence of sales achievements over the past year. This can include ticket sales figures, revenue growth, or expansion of the business in terms of staff, assets or technology (max length 150 words)*
- Event range: please supply details of the range of UK events you have supported in the eligibility time period, with testimonials from clients about the service you provided (max length 150 words)
- Innovation in customer service: provide evidence of customer support, customer-first reward strategies and the encouragement of repeat business (max length 150 words)

GRASSROOTS VENUE: SPIRIT OF THE SCENE SUPPORTED BY THE MUSIC VENUES TRUST

Who is eligible for this award?

Any grassroots venue with a capacity of less than 500, located in the UK. For this category we are looking for nominations from others, as well as entries from venues themselves.



Nominations must address the following criteria:

- Which venue are you nominating?
- Where is this venue?
- What inspires you about the venue that you are nominating? **(max length 200 words)**
- How has this venue contributed to the music industry in the last year? (1st January 2018 - 31st December 2018) **(max length 200 words)**
- Innovation - please describe any innovative activity or events that this venue has undertaken in the last year **(max length 200 words)**
- Community contribution: how has this venue contributed to its local community over the course of the last year? **(max length 200 words)**

MANAGER OF THE YEAR

Who is eligible for this award?

Any primarily UK based artist manager

Entry submissions must address the following criteria:

- An overview of artist or artists managed during the eligibility time period **(max length 200 words)**
- A brief overview of the strategy and objectives for the career of one particular client in the time period 1st January 2018 to 31st December 2018 **(max length 200 words)**
- Evidence of the successful implementation of the strategy and objectives for that particular client during the eligibility time period **(max length 200 words)**
- *Evidence of commercial success across multiple industry sectors (recorded music, publishing, live etc.) **(max length 200 words)***
- *Up to 3 testimonials from clients and partners (max length 500 words)*
- Please upload a picture of the individual you are nominating for this award

RADIO SHOW

Who is eligible for this award?

This award is open to all UK based individual radio shows on local and national radio stations where music is a key part of the offering.

Entry submissions must address the following criteria:

- The number of staff working on the radio show, including executive/support staff and remote working staff **(max 50 words)**
- A brief overview of the objectives and strategy of the show from 1st January 2018 to 31st December 2018, focusing in particular on the quality of the output **(max length 240 words)**
- Evidence of the implementation of tactics to achieve objectives, and measurement and evaluation of the latter **(max length 240 words)**
- Details of involvement in breaking new artists during the eligibility time period **(max length 240 words)**
- Demonstration of the contribution of the show to the work of the UK music industry **(max length 240 words)**



RADIO STATION

Who is eligible for this award?

This is open to all UK based radio stations, local or national, where music is a key part of the offering.

Entry submissions must address the following criteria:

- The number of staff working on the radio station, including executive/support staff and remote working staff **(max 50 words)**
- A brief overview of the objectives and strategy of the station from 1st January 2018 to 31st December 2018 **(max length 240 words)**
Focusing in particular on:
 - The quality of the output
 - The role of the station as a platform for the promotion of the UK music industry
 - Target number of listeners/engagement
- Evidence of the implementation of tactics to achieve objectives, and measurement and evaluation of the latter (max length 240 words)
- Details of involvement in breaking new artists during the eligibility time period **(max length 240 words)**
- Demonstration of the contribution of the station to the work of the UK music industry **(max length 240 words)**

SALES TEAM OF THE YEAR

Who is eligible for this award?

This award is open to any UK-based sales team within a label or services company.

Entry submissions must address the following criteria:

- Number of staff employed within the team (split executive and support staff) **(max 50 words)**
- A brief overview of the business / team strategy and goals from 1st January 2018 to 31st December 2018 **(max length 200 words)**
- *Figures and associated budgets/targets that illustrate strong sales performance across the team **(max length 200 words)***
- A summary of outstanding achievements relating to the fulfilment of the strategy and goals **(max length 200 words)**
- Evidence of outstanding customer care, strong trade relations and demonstration of excellent product knowledge **(max length 200 words)**
- *Please include one testimonial regarding the work of the team from a client or partner **(max length 200 words)***

Please note that lobbying the retail industry for votes on this category is discouraged and could lead to disqualification.



PROMOTIONS TEAM OF THE YEAR

Who is eligible for this award?

This award is open to any UK-based promotions team

Entry submissions must address the following criteria:

- Number of staff employed within the team (split executive and support staff) **(max 50 words)**
- A brief overview of the business / team strategy and goals from 1st January 2018 to 31st December 2018 **(max length 200 words)**
- Strategy and tactics, focusing on evidence of creativity and innovation in coverage **(200)**
- Implementation of tactics (max length 150 words)
- Measurement and evaluation; including evidence of significant and quality coverage across different forms of media **(max length 200 words)**
- Evidence of breaking an artist in a new demographic **(max length 200 words)**

FESTIVAL OF THE YEAR

Who is eligible for this award?

Any UK festival that took place during 1st January 2018 to 31st December 2018

Entry submissions must address the following criteria:

- Number of staff employed by the festival (split executive and support staff) **(max 100 words)**
- A brief overview of the strategy and objectives of the festival **(max length 300 words)**
Focusing on:
 - Festival line up
 - Festival content
 - Artist, festival goer and music industry experience
- Evidence of the successful implementation of the above **(max length 300 words)**
- Measurement and evaluation; including evidence of significant enhancement of the careers of featured artists **(max length 300 words)**
- *Up to 3 testimonials from partners, artists or music industry executives as to the contribution of the festival to the music industry **(max length 500 words)***



THE STRAT

The Strat is bestowed upon a deserving winner by the Music Week team.

Previous winners include:

2018: Max Lousada, CEO Recorded Music, Warner Music Group & Chairman & CEO, Warner Music UK

2017: Sarah Stennett, CEO & Co-Founder, First Access Entertainment

2016: Max Hole, Chairman & CEO, Universal Music Group

2015: Neil Warnock, Founder, The Agency Group

2014: Rob Stringer, Chairman & CEO, Columbia Records, Sony Music

2013: Richard Griffiths and Harry Magee, Founders, Modest! Management

2012: Richard Russell, Owner, XL Recordings

2011: Fran Nevrkla, Chairman, PPL

2010: Lucian Grange, Chief Executive Officer, Universal Music Group

2009: Robert Partridge

2008: Tony Wadsworth, Chairman & CEO, EMI Music UK & Ireland

2007: Jazz Summers

2006: Daniel Miller, Founder, Mute Records

