

Automotive 30% Club

Inspiring

— Automotive Women —

Awards

2020



Winner Award Ceremony Joining Instructions and Media Kit

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Congratulations once again for being selected as a winner in this year's Inspiring Automotive Women Awards. We're looking forward to celebrating with you at our virtual awards ceremony on Tuesday 12th of January 2021 at 18.30 - 19.30.

Our awards ceremony is a closed event for all winners but you are welcome to have your family join with you on the call. We will be recording the ceremony so that we can share your well deserved win with your business leaders, our wider network and for you to share with yours also.

Although we won't be able to 'meet' in person, we hope that you will treat this event as you would have if we were able to go ahead as planned with our black-tie dinner at the RAC Club. We therefore strongly encourage you to get dressed up and enjoy the evening - this time with your household present to join in with the celebrations.

This document will cover our joining instructions along with our agenda for the evening and ways in which you can join in with our communications which will announce you as a winner.

Your award, brochure and champagne gift:

Thank you for providing us with your address. Please expect to receive two parcels in early January just before our awards ceremony. One will contain your award along with our awards brochure. The second is our champagne gift which has kindly been provided by Bentley Motors. **Please save this and open just before our ceremony commences on the 12th in order to take part in the Champagne toast.**



Joining instructions and our agenda for the evening:

Each winner has been sent a calendar invite with a Zoom link so that they can access our awards ceremony. Access will be open from 18.15, so please do ensure you have joined the call in plenty of time to enable a prompt start at 18.30.

Upon joining you will be met with a holding slide and we kindly ask that you turn your **video off and put your microphone on mute.**

I'm pleased to share our agenda below along with instructions highlighted for your attention.

18.15 Invitees join the ceremony

18.30 Welcome - Julia Muir

18.35 Welcome wave

Julia will invite all winners to **turn on their video** to be joined on 'stage' with her for a welcome wave. Please have your champagne gift to hand.

Following this, Julia will introduce our judge Erin Baker, at this point please **do turn off your video.**

18.40 Speech by judge Erin Baker

18.45 Inspiring Automotive Women Special Recognition Award winners

18.55 Inspiring Automotive Women Award winners

19.10 Fireside chat with our Overall Inspiring Automotive Woman of the Year

19.25 Champagne toast

Julia will invite all winners to **turn on their video** to be joined again on 'stage' with her for a our champagne toast. Please have your award with you to show on screen.

19.30 Close



Ways to support our communications which will announce you as a winner:

I'd like to take this opportunity to kindly remind you to respect our embargo and wait until we have made our public announcement before making any statements of your own.

On the **12th of January** at 9.00am, we, the Automotive 30% Club, will make an official announcement congratulating all of our winners via our website, which will then be communicated through our social media platforms to our wider audience.

Throughout the day, we will share visual posts of our winners in groups of 3 on our LinkedIn social media platform.

Recommended actions:

1. Create your own post using our award badges acknowledging your win
2. Comment on and share our posts (we will be tagging all winners)
3. Each member company with a winner will be sent a PR Media Kit separately, so please do also share the business you work for communications

On the **14th of January** we will be sharing our awards ceremony recording on our website and this will be communicated through our social media channels to our wider audience.

4. Comment on and share our video (we will be tagging all winners) with your network, family and friends

Following the awards ceremony, we would like to invite each winner to take part in a written interview for the Club's Inspiring e-zine. If you haven't already, please subscribe for free [here](#). Nicola Thompson, our Inspiring Super-Network Manager, will be getting in touch directly with you to organise this.

5. Once your interview has been published on the Inspiring e-zine, share with your network, family and friends



Social media:

Please do connect with us, if you haven't already, and join in with our communications which will celebrate your win at the Inspiring Automotive Women Awards.

Don't forget to tag us in your posts and use our hashtag, so that we can re share your communications!



@Automotive
Thirty Percent Club



@Auto30Club



@Auto30Club



@Inspiring.ezine

#IAWAwards2020

Award badges:

Please download our award badges [here](#) to use in your own communications.

Contact:

Should you have any further questions, please don't hesitate to contact us on the below details:

Nicola Thompson
Inspiring Super-Network Manager
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**With special thanks to our Inspiring Automotive Women
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And our Awards Champagne Gift Sponsor

