

Automotive 30% Club

Inspiring

— Automotive Women —

Awards 2021

Sponsored by



Jardine Motors Group

Introduction

The Automotive 30% Club is delighted to announce the Inspiring Automotive Women awards 2021, kindly sponsored by Jardine Motors Group for the third year running.

The awards are designed to recognise and celebrate the unsung heroes of our industry and are unique in the sector, as any individual can nominate a woman within the Automotive 30% Club member companies irrespective of role or seniority, on the basis that they have **personally been inspired by them**. Winners, therefore, are likely to be working at all levels and in all areas of the sector.

There will be 31 winners selected by our independent judging panel, one of whom will be named our overall winner for 2021. The winners will announced in October, date TBC.



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Next Steps

We strongly encourage you to communicate our awards internally, so that all of your colleagues are aware of their purpose and value, and to give them a chance to nominate a woman who inspires them.

How does it work?

The nominator will be asked to give evidence to support three traits of an Inspiring Automotive Woman, fully explaining their reasons as to why the woman inspires them in no more than 100 words per section.

Nominations will open at 09:00 on Monday the 6th of April and close at midnight on Friday the 25th of June 2021.

We have created a handy 'Nominator's Guide', which will help you and your colleagues through the nomination form which can be accessed by visiting our website www.automotive30club.co.uk.



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The Judging Process

All entries will be judged by our external judging panel on **Wednesday 14th July**.

31 Inspiring Automotive Women award winners will be selected, one of whom will be named our overall winner. We will first inform the CEO / MD and '30 by 30' strategy leader the names of any winners from their company by Monday the 19th of July, and all winners will be informed shortly afterwards. All names will be under a strict embargo until the public announcement date.

Those who are unsuccessful will not be notified but on request we would be happy to send their names to their CEO / MD and '30 by 30' strategy leader.

We can only select 31 winners for our awards, and so we feel by sharing the names of unsuccessful entries they can be celebrated internally should you choose to do so. Just to be known you have been nominated can be hugely rewarding and motivating.

Announcing The Winners

The names of all 31 winners will be published via an announcement on our website, in October (date TBC). This announcement will be communicated through our social media platforms and the embargo will then be lifted.

Following this announcement, we will release a social media trail throughout the day introducing all of the winners via our social media platforms.

The company of each winner will be sent a detailed media kit. Please support our online communications by sharing our activity and also by creating posts of your own to congratulate the winners.

Winners themselves will also be encouraged to make a public announcement of their own. They will receive a media kit which will include a social media badge to support them with their announcement.

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The Awards Ceremony

We will be holding an awards ceremony in October, date TBC.

At present we are unable to confirm whether this will be a virtual event or a live ceremony. We will continue to monitor Covid-19 guidelines and will communicate our decision when we notify the winners and their companies of their awards in July.

As in previous years, we will seek additional sponsors to help us to make the awards event a truly memorable occasion for our Inspiring Automotive Women, so please do get in touch to express your interest.

Social Media

We will initiate activity across all of our social media platforms to raise awareness of the awards, encourage nominations, and celebrate and recognise the achievements of all of our winners.

Please support our online communications by liking and sharing our posts.

We would also encourage you to create your own social media activity to amplify the noise and to show you are a supporter of the Inspiring Automotive Women awards and our network.

Please use the following social media accounts and hashtags in all of your online activity:



@Automotive Thirty Percent Club



@Auto30Club

#IAWAwards2021 #Inspiring

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Contact Us

For further information or support please contact:

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Thank You

The Automotive 30% Club
would like to say a special
thank you to



Jardine Motors Group

for their sponsorship of the
Inspiring Automotive Women Awards 2020

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