

2021 LEADING WOMEN SUBMISSION GUIDELINE FAQs

What is Ad Age's Leading Women program?

Ad Age Women to Watch is now Ad Age Leading Women. For more than 20 years, the Ad Age Women to Watch program has been celebrating women who create opportunity and drive transformation within the industry. It's been our privilege to watch these women continue to succeed; many of them are now industry icons in their own right.

This year, we are evolving our storied program with a new moniker that is more reflective of what these female executives are truly doing: leading. Ad Age Leading Women empower teams, build relationships, drive business results, advocate for diversity and inclusion, take risks and serve as catalysts for change. We will honor Leading Women Europe and Leading Women U.S. classes, with each class consisting of approximately 20 to 25 women.

When will Ad Age publish the next class of Leading Women?

All winners will be profiled in an Ad Age special report honoring both the Leading Women U.S. and Europe classes of 2021 to be released June 28.

When do nominations begin?

The nominations open March 9 and close May 6. The link to enter can be found at www.adage.com/events and on the www.adage.com/leadingwomens award site.

Who is eligible?

We are looking for leading women who reside and work in the U.S.

What are the qualifications for Leading Women?

We are looking for women who have made significant contributions to the worlds of media, advertising and marketing within the last year. Leading women are changing the industry and making names for themselves at companies of all kinds—brands, agencies, technology providers and media platforms. Nominees do not need to be in the C-Suite; we are looking for women at any point in their careers.

What does the entry form require?

We request that you submit a compelling 350-word summary addressing why you or your nominee deserves our Leading

Women honor. Please also submit a headshot. Note: This is not a lifetime achievement award; specifically, we look for meaningful or measurable accomplishments within the past 12 months.

How can I nominate someone for Leading Women?

Nominations must be submitted online at www.adage.com/leadingwomens. The entry fee is \$250.

Will I be informed if my nominee was not selected?

We try to reach out to all entrants to let them know if they were selected or not. However, we cannot guarantee you will be notified if you were not chosen.

If I have not heard from Ad Age by June 15, does that mean my nominee was not selected?

That would be a fair assumption, but not all honorees will be contacted. For questions please reach out to Nicole Nelson, nnelson@adage.com.

Can an executive be honored more than once?

No, a Women to Watch/Leading Women recognition is a one-time honor.

Can I just call you or send you an e-mail with the name of the person I'd like to nominate?

No. We need to have the online entry form filled out, including contact information for the person you are nominating.

Can I self-nominate?

Absolutely! Judges look at those who self-nominate in exactly the same way as someone who was nominated.

I want to nominate my boss, but would it be better if someone higher up nominated her? Can I nominate a family member?

You can nominate anyone you feel deserves the Leading Women honor. The nominator doesn't weigh into the judging process; we use the nominator information to help gather info should your nominee be chosen.

How does the judging process work?

After we receive nominations, reporters and editors vet the candidates. The editors and reporters then hold a series of meetings to determine which candidates will be chosen, usually from a universe of several hundred nominees. We strive to come

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up with a diverse list that represents a broad spectrum of the industries we cover.

What is required of those who are selected?

Candidates who are selected must make themselves available for an interview with a reporter if applicable. Not all honorees are contacted before the announcement. Honorees will be asked for a recent headshot and any other pertinent information our reporters need to do a write-up for the issue. We will also host our Ad Age Leading Women Conference and Awards in September, and you will be asked to participate in the awards portion of the event.

Can I contact you to see how my nominee is doing in the judging process?

No. We don't give status reports. If we need any further information, we will contact you. Please be patient.

I was not picked for Ad Age Leading Women.

Can you tell me why?

With hundreds of candidates and only 20 to 25 slots each for the U.S. and Europe 2021 classes, the majority of hopefuls will not be chosen. We cannot explain why you weren't picked because it won't be for any one reason, and may be for reasons that have to do with presenting a diverse range of professions and industries.