



Future Leader Awards

DIGIDAY

GLOSSY

ModernRetail

worklife

Entry Kit
2023

The Future Leader Awards



Year-after-year, industry lists honor executives in prominent roles who are already in the headlines. What about the leaders you haven't heard about yet? The **Future Leader Awards**, presented by Digiday, Glossy, Modern Retail, and WorkLife recognize the next generation of leaders who are making a big impact in their industry.

A "Future Leader" is defined as an individual with less than 10 years of professional work experience who has displayed outstanding achievements in their organization and/or industry.

Deadlines & Entry Fees

EARLY DEADLINE	November 4, 2022	\$379 per entry
REGULAR DEADLINE	December 16, 2022	\$479 per entry
LAST CHANCE DEADLINE	January 20, 2023	\$599 per entry

Digiday Categories



Agency

Awarding an individual at an agency who is emerging as a leader in their organization and throughout the industry.

Brand

Awarding an individual at a brand who is emerging as a leader in their organization and throughout the industry.

Publisher

Awarding an individual at a publisher who is emerging as a leader in their organization and throughout the industry.

Technology Publisher

Awarding an individual at a technology company who is emerging as a leader in their organization and throughout the industry.

WorkLife Categories



DE&I | NEW

Awarding an individual at a company who is emerging as a leader focused on increasing diversity, equity, and inclusion in their workplace.

HR | NEW

Awarding an individual at a company who is emerging as a leader focused on retaining talent through improving company culture, HR policies, employee wellness and/or spaces in their workplace.

Recruiting | NEW

Awarding an individual at a company who is emerging as a leader focused on attracting talent through recruitment, hiring and onboarding processes, and other recruiting initiatives in their workplace.

Glossy Categories



Beauty

Awarding an individual at a beauty company who is emerging as a leader in their organization and throughout the industry.

Fashion

Awarding an individual at a fashion company who is emerging as a leader in their organization and throughout the industry.

Wellness

Awarding an individual at a wellness company who is emerging as a leader in their organization and throughout the industry.

Modern Retail Categories



Digitally-Native

Awarding an individual at a digitally-native retailer who is emerging as a leader in their organization and throughout the industry.

Established Retailer

Awarding an individual at an established retailer who is emerging as a leader in their organization and throughout the industry.

Entry Tips



Begin with favorable odds.

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

Tell a compelling story.

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

Tie your results back to your campaign objectives.

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

Keep your copy short and sweet.

Award winners share three distinctive traits: they’re direct, discerning, and descriptive. Judges don’t need a copy-heavy description to get the full picture.

Paint a complete picture.

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos, and campaign art to strengthen your story.

It takes a village.

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.

FAQ



How do I start my submission?

[Submit here](#). You will be brought to the Future Leader Awards submission platform where you will be asked to register if not already.

Am I eligible to enter this program?

Eligible nominees must have less than 10 years of experience. (This is a total sum of working experience, not a total sum at their current company.)

What if my company has a juror on the judges panel?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?

Yes, you will be charged the entry fee per category entered.

FAQ



Can I make changes to my entry once it's been submitted?

Yes. You can contact us at awards@digiday.com if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

What methods of payment are accepted?

The platform accepts the following credit cards: Visa, MasterCard, American Express and Discover. If you need to use another form of payment, we must receive payment prior to the deadline date you are submitting for. Just send us an email at awards@digiday.com to arrange.

When and how will finalists be notified?

Finalists will be contacted via email regarding their entry, whether they have been selected for the shortlist or not. The shortlist will be announced after judging closes.



Future Leader Awards

DIGIDAY

GLOSSY

ModernRetail

worklife

Contact

awards@digiday.com
