

## Application form to participate in the **Young Media & Channel Expert award 2024** **Edition Strategy**

### GENERAL

The participation and the submission of an application form automatically imply that the candidates endorse the rules and mechanisms of the award operation and the contribution of the points and the awards.

The young media planners & experts register by means of this form (page 2 of this document).

Are considered YOUNG MEDIA PLANNER or EXPERT: persons who are under contract or work on a freelance basis for one of the media planning and buying agencies, (member from UMA or not). They are **born in 1994 or later** and they work as a planner or media strategist. Media Strategist born before 1992 can introduce a request to participate to the YMCE if they have and have a maximum of 3 years of experience in their function.

The YMCE competitions are open for 14 participants (8 teams).

Participation fee: the participation to the Young Media & Channel Experts competition is **FREE** of charge for all participants, thanks to our partnership with UMA (United Media Agencies) and the sponsors of the YMCE: RMB; Ads & Data; Roularta Media Group & bpost Media.

### PROCEDURE

This award honours a team of junior media planners and media experts by means of a competition on the basis of a detailed strategy following a briefing by an unknown advertiser and a presentation to a jury of specialists.

The candidates will receive on **23 April** at 9h15 am simultaneously a briefing from an advertiser.

Candidates may ask questions regarding the briefing during the Q&A session. All questions from the teams and answers will be made known to all participating teams.

The teams are mixed per lot – drawing, putting 2 members together from different agencies. There can be no teams who compete with two people from the same agency.

The teams work in separate rooms with a WiFi Internet connection. Making phone calls is not allowed and the candidates can NOT get in touch with their media agency by telephone neither by mail traffic.

Participants can bring laptop with their own tools & templates.

The briefing will request a media strategy with a mix of media. In the afternoon, **23 April** at 3h45 pm all teams must submit their dossier & presentations on a USB stick. A lot-drawing will determine the order in which the teams have to present to the jury for 12 minutes, with both team members are being heard explaining orally their strategy.

The judges award points in an evaluation table after each presentation and deliberate after the last presentation. At that time scores may still change based on discussions during deliberation. The Jury chooses the winning team.

<b>Young Media &amp; Channel Expert award</b>
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CANDIDATE 1:

Company :

Year of birth :

Function :

Mobile :

E-mail :

WILL ATTEND THE 'YMCE Strategy Practices Session' on 11/04

YES / NO :

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CANDIDATE 2 :

Company:

Year of birth :

Function :

Mobile :

E-mail :

WILL ATTEND THE 'YMCE Strategy Practices Session' on 11/04

YES / NO :

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