

## AWARD JUDGING CRITERIA

**Rising Star**

**Judges will be looking for an individual with five years or fewer experience in digital. A person who has made a strong start in their career, already making an impact in the agency where they work, or for making waves in the digital industry.**

**Skills – 20 points**

- Does the individual demonstrate where they have been outstanding in their field in either approach or delivering results? (Please use specific work place examples from the past 12 months)
- How do they compare to others with their level of experience / time in role?

**Commitment – 20 points**

- Is there evidence of sustained commitment to quality work across variety of roles and projects?
- Does the individual show evidence of commitment to growing their skills? i.e. ongoing industry / professional courses and qualifications inside and outside of work.

**Recognition – 20 points**

- Has the individual been promoted or recognised within the agency?
- What do people outside of the agency think? (e.g. client or industry testimonials)
- What do the individual's peers think?

**Attitude/Passion – 20 Points**

- Is it more than just a day job? i.e. evidence / examples of individuals utilising their professional skills outside of work either for pleasure or in a volunteering context
- Do they share their skills?
- Do they participate in the wider professional community?

**Impact – 20 points**

- How has their role contributed to results for clients?
- How has the individual made a positive impact on or for the agency?