

**Award categories open to entries:**

**For advisers:**

Financial Adviser of the Year

Entrants into this category should show evidence of informed commentary on a range of personal finance issues across a number of publications.

Investment Adviser of the Year

Entrants into this category should show evidence of informed commentary on investments across a number of publications.

Pension Adviser of the Year

Entrants into this category should show evidence of informed commentary on issues which are dealt with leading up to retirement, including, but not limited to: retirement planning and pension arrangements.

At Retirement Adviser of the Year

Entrants into this category should show evidence of informed commentary on post-retirement issues including, but not limited to: annuities and pension drawdown.

Mortgage Adviser of the Year

Entrants into this category should show evidence of informed commentary on the mortgage market, taking out a mortgage or remortgaging.

Protection Adviser of the Year

Entrants into this category should show evidence of informed commentary on consumer or business protection issues.

Responsible Investment Adviser of the Year

Entrants into this category should show evidence of informed commentary on ethical, green or SRI investment issues.

Social Media Adviser of the Year

Entrants into this category should show evidence of informed commentary, opinion, engagement and debate on social media sites, including, but not limited to: Twitter, LinkedIn and Facebook.

The Bluebook Newcomer

Entrants to this category must have joined the Bluebook directory after 1 November 2012 and should show evidence of informed comment across a number of publications as well as showing great future media potential.

Young Financial Adviser of the Year

Entrants to this category must be under the age of 35 at 31 December 2013 and should show evidence of informed comment across a number of publications.

Value of Advice Ambassador

Entrants into this category should show evidence of informed commentary on issues such as: the benefits of seeking financial advice, long-term financial planning, the advice process and how to find the right adviser.

Estate Planning Adviser of the Year

Entrants into this category should show evidence of informed commentary on estate planning issues including, but not limited to: will writing, use of trusts and IHT mitigation.

**For journalists:**

Value of Advice Article of the Year

This category looks to identify the best article covering ‘Value of Advice’ topics such as, but not limited to: promoting the benefits of advice, financial planning, explaining the advice process to consumers and supporting the work unbiased.co.uk does in educating consumers about the advice process.

Consumer Article of the Year

Submissions in this category can cover a range of topics; the judges will be looking for a well written, engaging and readable article that adds to a consumer’s knowledge.

Trade Article of the Year

Submissions in this category can cover a range of industry facing topics, including, but not limited to: regulation, issues affecting adviser businesses, professional development or wider trends. The judges will be looking for articles that display in-depth knowledge on a relevant topic and a good awareness of factors affecting the advice industry.

Submissions in the categories below should be on the topics indicated in the titles. These categories are open to both consumer and trade journalists.

* Investment Article of the Year
* Pensions Article of the Year
* Mortgage Article of the Year
* Protection Article of the Year

For journalist categories judges will be looking for engaging stories, good use of expert commentary and case studies (where applicable) and well-written articles relevant to the publication’s audience.

**Articles must have appeared after 1 November 2012 and before 31 August 2013. Entrants must complete a separate entry form for each award category they enter. Entries must be submitted by 7 November 2013\*.**

**Media Awards 2014 entry form**

*Please download this as a word document, open it on your computer and save your responses directly onto this form. Each category entered should have a separate entry form completed.*

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| **Entry details** |
| Category: |
| Name of individual entering: |
| Contact name: |
| Contact email: |
| Company name: |

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| **Summary**  |
| *Please tell us in no more than 300 words why your submission demonstrates the quality of your media work in the category entered.*  |

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| **Submitting evidence** |
| ***Adviser categories:*** *Please provide us with* ***at least one*** *piece of evidence to support your explanation above; you may submit up to three pieces of evidence. Evidence is your chance to showcase the media activity you have been involved in relevant to the category entered.**Evidence can include, but is not limited to: comments or articles written in the local or national press; interviews on TV or radio; blogs for personal finance websites; social media activity. Please submit your evidence at the end of this form. If you would like to include any PDFs, images, links, audio or video clips as evidence please send them to* *entries@unbiased.co.uk* *alongside your entry form. Your submission email must be no more than 10 MB in size, but we will accept additional emails within the same size limit. You must ensure that the subject line and text within the email itself will enable us to connect all the relevant emails that make up your submission.****Journalist categories:*** *Please provide us with* ***one*** *piece of evidence to support your explanation above.*  |

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| **Submitting your entry** |
| Please send this form, along with any evidence to entries@unbiased.co.uk by **Thursday 7 November 2013.** Please email the form as a word document and use ***Media Awards Entry*** and the **name of the category** in the subject line. Entries for different categories must be submitted separately.This form and your piece(s) of evidence constitute your application for the Media Awards 2014. Your entry will be acknowledged by email. If you do not receive an email within 24 hours please call 020 7294 3682. |

**Helpful notes for entries**

* Entries should be made by named individuals (not companies).
* Individuals may enter up to three categories, and must complete a separate entry form for each category.
* Supporting evidence for judging purposes are a further chance to illustrate your written submission by showcasing your work and why you should win.
* The judges will be looking for clear, concise comments, interesting views and strong evidence of expert knowledge.
* For adviser categories judges will be awarding marks for how the adviser comment is pitched at the right level for the publication’s readership. Weight will be given to consumer articles as evidence but trade articles may also be submitted.
* For journalist categories judges will be looking for engaging stories, good use of expert commentary and case studies where applicable, well written articles relevant to the publication’s (either consumers or industry) target audience.

**Rules of Entry**

1. By submitting an entry, entrants are deemed to have accepted unbiased.co.uk’s Rules of Entry.
2. Adviser entrants must be registered on unbiased.co.uk’s Bluebook and entries must be made by individuals, not firms.
3. Journalist entrants do not have to be registered on the unbiased.co.uk Bluebook to enter.
4. Entry forms must be fully completed, and supported by at least one piece of evidence. Incomplete entries may not be considered.
5. Entry forms must be sent to entries@unbiased.co.uk and received by no later than **5pm on 7 November 2013**. Late entries will be accepted until 5pm on 15 November 2013 for a fee of £50 per entry payable by cheque to Unbiased Ltd. Payments can be made by cheque or electronic bank transfer to Unbiased Ltd, account number: 23241105, sort code: 16 00 15 with your name as the reference number. Entries received after this time and date will not be considered.
6. Unbiased.co.uk takes no responsibility for the loss or non-arrival of any entry due to technical problems. Proof of delivery is not proof of receipt. Receipt of all entry forms will be acknowledged with an email and you should telephone on 020 7107 2060 if you have not received your confirmation email within 24 hours of your submission. For technical reasons, emails over 10Mb in size may not be deliverable so entrants must ensure that their submission email does not exceed this limit, but additional emails within the size limit will be accepted for any one category entry. Entrants must ensure that the subject line and email text will enable all the emails for one entry to be associated with each other.
7. Entrants may enter up to three award categories. Entrants must complete a separate entry form per category, with answers and evidence tailored to the category in question.
8. Unbiased.co.uk reserves the right to contact entrants to ask for additional evidence to support their entry.
9. Unbiased.co.uk reserves the right to re-assign an entry to another award category if it is deemed appropriate.
10. By submitting an entry, entrants give unbiased.co.uk the right to use their name and company name for the sole purpose of identifying finalists/or award category winners.
11. Evidence provided in entrants’ entry forms will be shared with the judging panel as part of the judging process.
12. The judges’ decisions are final. The Panel will not enter into any correspondence about why an entry has not been selected as a finalist.
13. The judges reserve the right to withhold an award category altogether should they so decide.
14. Winners & finalists may be required to take part in some post-event publicity and consent to their name and images being used for such purposes.

One complimentary ticket to the Media Awards in February 2014 will be allocated per shortlisted entry.

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