



IMM Institute Excellence Awards

7 March 2025

www.imminstitute.co.za

About the **IMM Institute Excellence Awards**

At the IMM Institute, we believe in celebrating excellence in the marketing and supply chain industries. This is why we would like to invite you to be a part of our celebration by nominating your exceptional colleagues or teams for the esteemed IMM Institute Excellence Awards.



Why Nominate?

The IMM Institute Excellence Awards recognise and honour individuals and teams who have made significant contributions to the industries of marketing and supply chain. By nominating your colleagues or teams, you acknowledge their outstanding work and inspire others in the industry to strive for excellence.



Marketer of the Year

Celebrating the individual marketer who has demonstrated excellence in their field.



Emerging Marketer of the Year

Recognising the rising star in marketing who has shown exceptional promise and potential.



Marketing Student of the Year

Acknowledging the outstanding achievements of marketing students who are the future of our industry.



Corporate Marketing Team of the Year

Honouring the collaborative efforts of a high-performing marketing team within a corporation.



Marketing Lifetime Achievement

Celebrating a seasoned professional's lifelong contribution to the field.

Marketing Categories

Three finalists are selected for each category, with the winners announced at the Annual IMM Institute Excellence Awards on the evening of 7 March 2025.

Nomination Deadline: 31 December 2024



MARKETER
of the Year

Marketer of the Year Award



The Criteria

Innovative Marketing Strategies

Ability to develop and implement innovative marketing strategies that have led to significant results. Creative and unique approaches that set them apart from competitors.

Measurable Results

Assess their ability to drive measurable results such as increased revenue, market share, customer acquisition, or brand awareness.

Campaign Effectiveness

Success in their marketing campaigns. Evaluate the effectiveness of these campaigns in reaching and engaging the target audience, as well as their ability to convert leads into customers.

Customer Engagement and Satisfaction

Managed to engage and satisfy customers. High customer retention rates, positive reviews, and feedback.

Brand Building

Contribution to brand development and management. Ability to create and maintain a strong brand identity and reputation in the market.

Data-Driven Decision-Making

Proficiency in using data and analytics to inform marketing strategies.

Adaptability

The ability to stay current with industry trends and emerging technologies is crucial.

Leadership and Team Collaboration

Show leadership skills and an ability to collaborate effectively with cross-functional teams.

Community and Industry Involvement

Involvement in the marketing community and industry. Active participation in conferences, speaking engagements, or contributions to industry publications can be a sign of thought leadership.

Ethical Practices

Candidate adheres to ethical marketing practices and principles. They should demonstrate a commitment to transparency, honesty, and consumer trust.

Influence and Recognition

Influence within the marketing industry and their recognition by peers, industry associations, or publications. Awards and accolades from reputable sources can be indicative of their expertise.

Long-Term Impact

Long-term impact of their marketing efforts. Have their strategies and campaigns contributed to sustained growth and success for the organisation over time?

Innovation and Adaptation

How well they have embraced and applied new marketing technologies, tools, and trends to stay ahead of the competition.

Suggested Supporting information you can submit (not all required)

- **Resume or CV**
- **High Resolution Picture**
- **Social Media Handles**
- **Letters of Recommendation/ Testimonials.**
- **Portfolio of Work:** Marketing materials, or digital content.
- **Media and Publications:** If the candidate has been featured in industry publications, news articles, or interviews, include links or copies of these media mentions.
- **Optional Supplementary Materials:** Include any additional materials, such as videos, presentations, or samples of marketing collateral, that can further demonstrate the candidate's expertise.



CONTACT INFORMATION

Ensure that all contact information, including email, phone number, and mailing address, is up to date for communication purposes.

Nominate Now



EMERGING MARKETER
of the Year

Emerging Marketer

Of The Year Award



The Criteria

Demonstrated Growth and Progress

Professional growth and progress in the field of marketing. Consider how far they have come in their career relative to their experience level.

Innovative Thinking

Think creatively and develop innovative marketing strategies, campaigns, or projects that have had a notable impact.

Campaign Success

Successful marketing campaigns or initiatives that the candidate has played a significant role in planning and executing.

Quantifiable Results

Achieve measurable results, such as increased engagement, leads, or conversions, and how those results have contributed to the organisation's goals.

Adaptability and Learning

Capacity to adapt to new marketing trends, technologies, and tools.

Teamwork and Collaboration

Collaborate effectively with cross-functional teams, showing leadership and contribution to the success of group projects.

Customer-Centric Approach

An understanding of meeting customer needs and expectations through marketing efforts.

Creativity and Problem-Solving

Ability to approach marketing challenges with creativity and find innovative solutions.

Digital Marketing Competence

Proficiency in digital marketing, including skills related to social media, content marketing, SEO, and online advertising.

Communication Skills

Ability to communicate marketing concepts and ideas effectively, both in writing and verbally.

Long-Term Impact

Efforts to network with professionals in the marketing field, attend marketing events, or seek mentorship opportunities.

Passion for Marketing

Enthusiasm and passion for the field of marketing, as this can be a strong indicator of future success.

Future Potential

The candidate's overall potential for success in the marketing industry based on their achievements and demonstrated skills.

Personal Statement

We encourage the submission of a personal statement or essay where the candidate articulates their passion for marketing, their career goals, and why they deserve the award.

It's important to note that emerging marketers may have limited years of experience but can still make significant contributions and demonstrate exceptional potential.

Suggested Supporting information you can submit (not all required)

- **Resume or CV**
- **High Resolution Picture**
- **Social Media Handles**
- **Letters of Recommendation/ Testimonials.**
- **Portfolio of Work:** Marketing materials, or digital content.
- **Media and Publications:** If the candidate has been featured in industry publications, news articles, or interviews, include links or copies of these media mentions.
- **Optional Supplementary Materials:** Include any additional materials, such as videos, presentations, or samples of marketing collateral, that can further demonstrate the candidate's expertise.

Nominate Now



MARKETING STUDENT
of the Year

Marketing Student

of the Year Award



The Criteria

Academic Excellence

Candidate's academic performance and achievements in marketing-related coursework. Look for high grades and a strong understanding of marketing principles.

Marketing Projects and Campaigns

Any marketing projects, campaigns, or initiatives the student has undertaken as part of their academic coursework or extracurricular activities. Assess the quality of these projects and their impact.

Innovation and Creativity

The student's ability to think creatively and develop innovative marketing strategies or solutions. Unique approaches and ideas.

Leadership and Initiative

Leadership skills and initiative in driving marketing-related activities, such as leading clubs or organisations on campus.

Internships and Work Experience

Any relevant internships or part-time jobs in the marketing field that the student has undertaken and how these experiences have contributed to their skill development.

Extracurricular Involvement

Involvement in marketing-related extracurricular activities, such as participation in marketing clubs, competitions, or volunteer work.

Marketing Competitions

Any marketing competitions the student has participated in and any awards or recognition received for their performance.

Community Involvement

Engagement in community service or marketing-related volunteer work that demonstrates a commitment to making a positive impact.

Professional Development

Any efforts the student has made to enhance their marketing knowledge and skills through workshops, certifications, or online courses.

Communication Skills

Ability to communicate marketing concepts and ideas effectively, both in writing and verbally.

Digital Marketing Proficiency

Proficiency in digital marketing, including skills related to social media marketing, content creation, SEO, and online advertising.

Long-Term Impact

Efforts to network with professionals in the marketing field, attend marketing events, or seek mentorship opportunities.

Passion for Marketing

Enthusiasm and passion for the field of marketing, as this can be a strong indicator of their future potential.

Future Potential

The student's overall potential for success in the marketing industry based on their achievements and demonstrated skills.

Personal Statement

We encourage the submission of a personal statement or essay where the student articulates their passion for marketing, their career goals, and why they deserve the award.

Suggested Supporting information you can submit (not all required)

- Resume or CV
- Letters of Recommendation/ Testimonials
 - High Resolution Picture
 - Social Media Handles
- **Transcripts:** Provide academic transcripts to demonstrate the student's academic performance and achievement in marketing-related courses.
- **Marketing Projects and Campaigns:** Submit examples of marketing projects, campaigns, or initiatives the student has undertaken, along with explanations of their roles and contributions.
 - **Personal Statement or Essay**
- **Extracurricular Involvement:** Detail the student's involvement in marketing-related extracurricular activities, including memberships in marketing clubs or associations and their participation in marketing-related events.

Nominate Now



**CORPORATE
MARKETING TEAM**
of the Year

Corporate Marketing Team

of the Year Award



The Criteria

Achievements and Results

The team's ability to achieve significant and measurable results in their marketing efforts. Metrics such as revenue growth, market share increase, lead generation, or ROI will be considered.

Innovative Campaigns and Strategies

The team's capacity to develop and execute innovative marketing campaigns and strategies that differentiate the company from competitors and resonate with the target audience.

Campaign Effectiveness

The success of the team's marketing campaigns in terms of their ability to reach and engage the intended audience and convert leads into customers.

Brand Management

The team has managed and enhanced the company's brand identity and reputation in the market, ensuring consistency and alignment with organisational goals.

Customer Engagement and Retention

The team's efforts in engaging and retaining customers. High customer satisfaction, loyalty, and repeat business can be indicative of their effectiveness.

Data-Driven Decision-Making

The team's use of data and analytics to inform marketing strategies, optimise campaigns, and make data-backed decisions.

Adaptability and Agility

How well the team has adapted to changes in the marketing landscape, including shifts in consumer behaviour, emerging trends, and new technologies.

Cross-Functional Collaboration

The team's ability to collaborate effectively with other departments, such as sales, product development, customer support, and supply chain to achieve common goals

Leadership and Teamwork

The team's leadership within the organisation and their ability to work together cohesively to achieve marketing objectives.

Industry Recognition and Awards

Take into account any awards, recognition, or accolades received by the team for their marketing efforts, both within the industry and from customers or clients.

Community and Social Responsibility

The team's involvement in community outreach, social responsibility initiatives, or corporate sustainability efforts that reflect positively on the company's brand.

Ethical Practices

Team must uphold ethical marketing practices and principles, demonstrating transparency, honesty, and integrity in their work.

Professional Development

The team's commitment to professional development, including ongoing training, certifications, and staying current with industry best practices.

Customer Feedback and Testimonials

Include customer feedback, testimonials, or case studies that highlight the positive impact of the team's marketing efforts on customers and clients.

Innovation in Technology and Tools

The team's adoption and effective utilisation of innovative marketing technologies, tools, and platforms.

Long-Term Impact

The team's contributions to the company's long-term growth, sustainability, and market leadership through their marketing efforts.

Overall Contribution to Marketing

Team's overall contribution to the field of marketing, including thought leadership, participation in industry events, and knowledge sharing.

Employee Satisfaction and Development

How the team supports the growth, development, and job satisfaction of its members, fostering a culture of continuous improvement.

Suggested Supporting information you can submit (not all required)

- **Team Overview:** Provide a concise overview of the marketing team, including the number of team members, their roles, and their collective expertise.
- **Team's Mission and Objectives:** Describe the team's mission, goals, and objectives, aligning them with the organisation's overall marketing strategy and business objectives.
- **Achievements and Results Report:** Include a detailed report that outlines the team's achievements and results, such as revenue growth, market share increase, lead generation, and ROI. Use data and metrics to support these achievements.
- **Campaign Portfolio:** Compile a portfolio of the team's most significant marketing campaigns and initiatives, providing details on objectives, strategies, creative elements, and results achieved.
- **Innovative Marketing Strategies:** Describe any innovative marketing strategies or approaches developed and implemented by the team, with examples of their impact.
- **Brand Management Documentation:** Showcase how the team has managed and enhanced the company's brand identity and reputation, including brand guidelines and examples of branding materials.
- **Long-Term Impact Report:** Analyse the team's contributions to the company's long-term growth, sustainability, and market leadership through its marketing efforts.
- **Letters of Recommendation:** Encourage submission of letters of recommendation from senior management, colleagues, or clients who can attest to the team's capabilities and achievements.

Financial Performance

The financial performance of marketing initiatives and campaigns, including cost-effectiveness and return on investment.

Strategic Alignment

Evaluate the team's ability to align marketing strategies with the company's overall business objectives and goals.

Nominate Now



**MARKETING LIFETIME
ACHIEVEMENT**

Marketing Lifetime Achievement Award



The Criteria

Sustained Excellence

Consistent and outstanding performance in marketing over an extended period, demonstrating excellence throughout their career.

Innovative Leadership

Leadership in pioneering new marketing strategies, concepts, or approaches that have had a lasting impact on the industry.

Significant Achievements

Notable achievements and milestones in marketing, such as successful campaigns, product launches, or brand transformations.

Thought Leadership

Role as a thought leader in the marketing field, which may include contributions to marketing literature, speaking engagements, and industry influence.

Mentorship and Education

Commitment to mentoring and educating the next generation of marketers, fostering talent development within the industry.

Industry Impact

Influence on the marketing industry as a whole, including their contributions to industry associations, committees, or standards.

Lifetime Contribution

Overall contribution the candidate has made to the marketing field, including their impact on the organisations they've worked for and the industry at large.

Professional Development

Continuous pursuit of professional development and education to stay current with marketing trends and best practices.



The Marketing Lifetime Achievement Award honours an individual whose career has left an indelible mark on the marketing profession.

**Suggested Supporting information you can submit
(not all required)**

- **High Resolution Picture**
- **Social Media Handles**
- **Letters of Recommendation/ Testimonials**
- **Portfolio of Work:** Evidence of how the candidate has impacted the marketing industry as a whole. Marketing materials, and/or digital content
- **Media and Publications:** If the candidate has been featured in industry publications, news articles, or interviews, include links or copies of these media mentions.
- **Optional Supplementary Materials:** Include any additional materials, such as videos, presentations, or samples of marketing collateral.

Nominate Now



Supply Chain Professional of the Year

Celebrating the individual supply chain professional who has demonstrated excellence in their field.



Supply Chain Student of the Year

Acknowledging the outstanding achievements of supply chain students who are the future of our industry.



Corporate Supply Chain Team of the Year

Honouring the collaborative efforts of a high-performing supply chain team within a corporation.



Supply Chain Lifetime Achievement

Celebrating a seasoned professional's lifelong contribution to the field.

Supply Chain Categories

Three finalists are selected for each category, with the winners announced at the Annual IMM Institute Excellence Awards on the evening of 7 March 2025.

Nomination Deadline: 31 December 2024



**SUPPLY CHAIN
PROFESSIONAL**
of the Year

Supply Chain Professional

Of the Year Award



The Criteria

Innovative Supply Chain Strategies

Ability to develop and implement innovative supply chain strategies that have led to significant results. Creative and unique approaches that set them apart from competitors.

Measurable Results

Assess their ability to drive measurable results such as supply chain cost savings, inventory turnover, increased revenue and customer acquisitions due to efficient supply chain.

Supplier Performance

Success in performance with regards to on-time delivery (OTD), lead time, order accuracy, communication and collaboration to ensure efficiency of suppliers.

Customer Engagement and Satisfaction

Managed to engage and satisfy customers. High customer retention rates, positive reviews, and feedback.

Compliance and Risk Management

Assess adherence to regulatory requirements, ethical standards and risk management practices.

Data-Driven Decision-Making

Proficiency in using data and analytics to inform supply chain strategies.

Adaptability

The ability to stay current with industry trends and emerging technologies is crucial.

Leadership and Team Collaboration

Show leadership skills and an ability to collaborate effectively with cross-functional teams.

Community and Industry Involvement

Involvement in the supply chain community and industry. Active participation in conferences, speaking engagements, or contributions to industry publications can be a sign of thought leadership.

Ethical Practices

Candidate adheres to ethical supply chain practices and principles. They should demonstrate a commitment to transparency, honesty, and consumer trust.

Influence and Recognition

Influence within the supply chain industry and their recognition by peers, industry associations, or publications. Awards and accolades from reputable sources can be indicative of their expertise.

Long-Term Impact

Long-term impact of their supply chain efforts. Have their strategies and campaigns contributed to sustained growth and success for the organisation over time?

Innovation and Adaptation

How well they have embraced and applied new supply chain technologies, tools, and trends to stay ahead of the competition.

Suggested Supporting information you can submit (not all required)

- Resume or CV
- High Resolution Picture
- Social Media Handles
- Letters of Recommendation/ Testimonials
- **Portfolio of Work:** Key projects and case studies, performance metrics, innovation and improvement initiatives, evidence of collaboration and leadership.
- **Media and Publications:** If the Nominee has been featured in industry publications, news articles, or interviews, include links or copies of these media mentions. Provide details of any industry awards.
- **Optional Supplementary Materials:** Include any additional materials, such as videos, presentations, or samples of projects plans or process flowcharts, that can further demonstrate the Nominee's expertise.



CONTACT INFORMATION

Ensure that all contact information, including email, phone number, and mailing address, is up to date for communication purposes.

Nominate Now



SUPPLY CHAIN STUDENT
of the Year

Supply Chain Student

of the Year Award



The Criteria

Academic Excellence

Candidate's academic performance and achievements in supply chain-related coursework. Look for high grades and a strong understanding of supply chain principles.

Supply Chain Projects and Campaigns

Any supply chain projects, campaigns, or initiatives the student has undertaken as part of their academic coursework or extracurricular activities. Assess the quality of these projects and their impact.

Innovation and Creativity

The student's ability to think creatively and develop innovative supply chain strategies or solutions. Unique approaches and ideas.

Leadership and Initiative

Leadership skills and initiative in driving supply chain-related activities, such as leading clubs or organisations on campus.

Internships and Work Experience

Any relevant internships or part-time jobs in the supply chain field that the student has undertaken and how these experiences have contributed to their skill development.

Extracurricular Involvement

Involvement in supply chain-related extracurricular activities, such as participation in supply chain clubs, competitions, or volunteer work.

Supply Chain Competitions

Any supply chain competitions the student has participated in and any awards or recognition received for their performance.

Community Involvement

Engagement in community service or supply chain-related volunteer work that demonstrates a commitment to making a positive impact.

Professional Development

Any efforts the student has made to enhance their supply chain knowledge and skills through workshops, certifications, or online courses.

Communication Skills

Ability to communicate supply chain concepts and ideas effectively, both in writing and verbally.

Digital Proficiency

Proficiency in data analysis and visualisation, familiarity with supply chain and e-commerce platforms, general proficiency in using digital tools to stay updated with emerging technologies.

Long-Term Impact

Efforts to network with professionals in the supply chain field, attend supply chain events, or seek mentorship opportunities.

Passion for Supply Chain

Enthusiasm and passion for the field of supply chain, as this can be a strong indicator of their future potential.

Future Potential

The student's overall potential for success in the supply chain industry based on their achievements and demonstrated skills.

Personal Statement

We encourage the submission of a personal statement or essay where the student articulates their passion for supply chain, their career goals, and why they deserve the award.

Suggested Supporting information you can submit (not all required)

- **Resume or CV**
- **Letters of Recommendation/ Testimonials**
 - **High Resolution Picture**
 - **Social Media Handles**
- **Transcripts:** Provide academic transcripts to demonstrate the student's academic performance and achievement in supply chain related courses.
- **Portfolio of Work:** Submit examples of supply chain projects or initiatives the students has undertaken, along with explanations of their roles and contributions.
 - **Personal Statement or Essay**
- **Extracurricular Involvement:** Detail the student's involvement in supply chain related extracurricular activities, including memberships in clubs or associations and their participation in supply chain related events.

Nominate Now



**CORPORATE
SUPPLY CHAIN TEAM**
of the Year

Corporate Supply Chain Team

of the Year Award



The Criteria

Achievements and Results

The team's ability to achieve significant and measurable results in their supply chain efforts. Contribution to overall business growth and profitability, and alignment of supply chain strategy with business objectives.

Operational Efficiency

The team's success in reduction in lead times, improvement in order accuracy and fulfillment rates, and cost savings achieved through process optimisation.

Risk Management and Resilience

The team's ability to effectively manage supply chain disruptions, and demonstrate supply chain resilience and agility. Display development and implementation of robust risk management strategies.

Brand Management

The team has managed and enhanced the company's brand identity and reputation in the market, ensuring consistency and alignment with organisational goals.

Customer Engagement and Retention

The team's efforts in engaging and retaining customers. High customer satisfaction, loyalty, and repeat business can be indicative of their effectiveness.

Data-Driven Decision-Making

The team's use of data and analytics to inform supply chain strategies.

Adaptability and Agility

How well the team has adapted to changes in the supply chain landscape, including emerging trends, and new technologies.

Cross-Functional Collaboration

The team's ability to collaborate effectively with other departments, such as sales and marketing, manufacturing/production, and finance, to achieve common goals.

Leadership and Teamwork

The team's leadership within the organisation and their ability to work together cohesively to achieve supply chain objectives.

Industry Recognition and Awards

Take into account any awards, recognition, or accolades received by the team for their supply chain efforts, both within the industry and from customers or clients.

Community and Social Responsibility

The team's involvement in community outreach, social responsibility initiatives, or corporate sustainability efforts that reflect positively on the company's brand.

Ethical Practices

Team must uphold ethical supply chain practices and principles, demonstrating transparency, honesty, and integrity in their work.

Professional Development

The team's commitment to professional development, including ongoing training, certifications, and staying current with industry best practices.

Customer Feedback and Testimonials

Include customer feedback, testimonials, or case studies that highlight the positive impact of the team's supply chain efforts on customers and clients.

Innovation in Technology and Tools

The team's adoption and effective utilisation of innovative supply chain technologies, tools, and platforms to enhance operations and develop innovative solutions to common supply chain challenges.

Long-Term Impact

The team's contributions to the company's long-term growth, sustainability, and market leadership through their supply chain efforts.

Overall Contribution to the Supply Chain Industry

Team's overall contribution to the field of supply chain management, including thought leadership, participation in industry events, and knowledge sharing.

Employee Satisfaction and Development

How the team supports the growth, development, and job satisfaction of its members, fostering a culture of continuous improvement.

Suggested Supporting information you can submit (not all required)

- **Team Overview:** Provide a concise overview of the supply chain team, including the number of team members, their roles, and their collective expertise.
- **Team's Mission and Objectives:** Describe the team's mission, goals, and objectives, aligning them with the organisation's overall supply chain strategy and business objectives.
- **Achievements and Results Report:** Include a detailed report that outlines the team's achievements and results, such as operational efficiency, cost management, customer satisfaction, sustainability and environmental impact, risk management and resilience, financial performance, compliance and quality assurance.
 - **Portfolio:** Compile a portfolio of the team's most significant initiatives, strategies or approaches developed and implemented, providing details on objectives, strategies and results achieved.
- **Long-Term Impact Report:** Analyse the team's contributions to the company's long-term growth, sustainability, and market leadership through its supply chain efforts.
- **Letters of Recommendation:** Encourage submission of letters of recommendation from senior management, colleagues, or clients who can attest to the team's capabilities and achievements.

Cost Management

The team's achievements in reducing supply chain costs without compromising quality or service. Successful negotiations leading to cost savings, and implementation of cost-effective logistics solutions.

Strategic Alignment

Evaluate the team's ability to align supply chain strategies with the company's overall business objectives and goals.

Nominate Now



**SUPPLY CHAIN LIFETIME
ACHIEVEMENT**

Supply Chain Lifetime Achievement

Award



The Criteria

Sustained Excellence

Consistent and outstanding performance in supply chain management over an extended period, demonstrating excellence throughout their career.

Innovative Leadership

Leadership in pioneering new supply chain strategies, concepts, or approaches that have had a lasting impact on the industry.

Significant Achievements

Milestones in supply chain management, such as successful process optimisations, strategic partnerships, or efficiency improvements.

Thought Leadership

Role as a thought leader in the supply chain field, which may include contributions to supply chain literature, speaking engagements, and industry influence.

Mentorship and Education

Commitment to mentoring and educating the next generation of supply chain professionals, fostering talent development within the industry.

Industry Impact

Influence on the supply chain industry as a whole, including their contributions to industry associations, committees, or standards.

Lifetime Contribution

Overall contribution the candidate has made to the supply chain field, including their impact on the organisations they've worked for and the industry at large.

Professional Development

Continuous pursuit of professional development and education to stay current with supply chain trends and best practices.



The Supply Chain Lifetime Achievement Award honours an individual whose career has left an indelible mark on the supply chain profession.

**Suggested Supporting information you can submit
(not all required)**

- **High Resolution Picture**
- **Social Media Handles**
- **Letters of Recommendation/ Testimonials**
- **Portfolio of Work:** Evidence of their contribution to the industry as a whole. Key projects, innovation and improvement initiatives, and evidence of leadership.
- **Media and Publications:** If the candidate has been featured in industry publications, news articles, or interviews, include links or copies of these media mentions.
- **Optional Supplementary Materials:** Include any additional materials, such as videos, presentations, or samples of supply chain collateral.

Nominate Now



Entrepreneur of the Year

Celebrating exceptional innovation, leadership and vision
in the entrepreneurial space.

Business Category

Three finalists are selected for each category, with the winners announced at the Annual IMM Institute Excellence Awards on the evening of 7 March 2025.

Nomination Deadline: 31 December 2024



ENTREPRENEUR
of the Year

Entrepreneur

Of the Year Award



The Criteria

Innovation and Creativity

Displays originality and distinctiveness with a unique business concept, and/or development of innovative products or services that meet market needs.

Business Growth and Performance

Strong brand presence, success in capturing market share and expanding the customer base. Demonstrates ability to scale operations and grow the business sustainably.

Leadership and Vision

Displays a clear and compelling vision for the future of the business. Shows effective leadership in guiding and inspiring a team.

Impact on Industry

Nominee impacts the industry, challenges the status quo, sets trends and shapes industry standards. Recognised within the industry by relevant accolades.

Financial Acumen

Displays sound financial planning and management practices, resulting in consistent profit and financial stability.

Customer Engagement and Satisfaction

Demonstrates high levels of customer satisfaction and loyalty, with high customer retention rates, positive reviews and feedback.

Social and Environmental Responsibility

Implementation of sustainable business practices, displaying strong ethics and integrity. Commitment to CSR initiatives and community engagement.

Adaptability and Agility

Displays the ability to stay current with industry trends and emerging technologies, and to pivot and adapt to changing market conditions.

Team Development and Culture

Success in building and nurturing a high-performing team with high levels of employee satisfaction and engagement.

Future Potential

Potential for future growth and expansion, with strategic plans for long-term sustainability and success.

Ongoing commitment to innovation and development.

Suggested Supporting information you can submit (not all required)

- **CV of the Nominee**
- **Personal Qualities and Professionalism:** Document the Nominee's commitment to personal and professional development. Include examples of high ethical standards and integrity in business practices.
- **Business Overview:** Provide a concise overview of the business, including the mission, goals, and objectives of the business, the related industry, the number of team members, years in operation and plans for expansion. Highlight any community service engagement, and/or evidence of sustainability practices.
- **Business Growth and Performance:** Present data showing increased market share or expansion into new markets. Highlight improvements in profit margins or overall profitability. Describe any innovative products or services introduced by the nominee. Include patents, trademarks, or awards received for innovation.
- **Media and Publications:** If the Nominee has been featured in industry publications, news articles, or interviews, include links or copies of these media mentions. List any previous industry awards.
 - **Personal and Business Social Media Handles**
 - **Letters of Recommendation / Testimonials**

Nominate Now