

Women in Marketing Awards open to South African candidates

South African women in marketing can enter the international Women in Marketing Awards, which has identified a global need to celebrate women in marketing, advertising and communications. Deadline for award entry submissions is midnight Wednesday, 4 October 2017.



Women in Marketing Awards 2016. © [Women in Marketing Facebook page](#)

Women in Marketing (WIM) is pleased to announce the 7th annual Women in Marketing Awards, celebrating the successes and advances made by women in the marketing, advertising and communications fields and their male supporters. This year's award takes place on Thursday, 16 November at the Ham Yard Hotel, London.

Broader scope, new categories

Following six years of UK focus, 2017 sees the WIM Awards open submissions to global entries for the first time. In addition, to reflect the evolving nature of the marketing and media landscapes better, WIM is also introducing three new categories: The Branded Entertainment Award, The WIM Journalist of the Year Award and the Axim CX Award: Inspirational Leader in the Field of Customer Experience.

The Independent Agency Search and Selection Company (IAS) will be supporting the 2017 WIM awards by being a sponsor in South Africa and is encouraging entries from suitable candidates in the marketing and advertising world in South Africa.

Judges

To reflect the global reach of this year's awards and high standard of entries expected, a diverse range of industry leaders and change makers have been identified and selected as judges for the awards. They include:

- Mack McKelvey – founder and CEO, The Credentialed, US.
- Christina Ioannidis – CEO (Chief Engagement Officer) of Aquitude, Dubai.
- Patricia Weiss – chairwoman of the Branded Content Marketing Association (BCMA), South America.
- Louise Ridley – news editor, Longform and Special Projects, BuzzFeed UK.
- Helen Tupper – director of audience evangelism, Microsoft.

- Henry Windridge – head of brand marketing, Global.

For more information, click [here](#).

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