

## Judging process

Nominations can be received until 5<sup>th</sup> October and will be considered by our expert jury in October, who will create a shortlist.

Each jury member will vote for their six preferred candidates from the full list of nominations. Those votes will be added together and those marketers with the highest score will be shortlisted. In the event of a tie, WFA President and RBS CMO David Wheldon will cast the deciding vote.

The shortlisted marketers will be profiled on the WFA website and by our media partner The Drum to allow everyone to learn more about their successes in addressing the challenges facing their brands.

Members of the industry will then be able to vote for the winner of the WFA Global Marketer of the Year. These votes will account for half the score, with the other 50% coming from a new vote by the expert jury, considering just the shortlisted marketers. The winner will be announced in January 2019.