|  |  |
| --- | --- |
|  | Emerging Talent in Spirits Communication |

# Shape Description automatically generated with medium confidenceThis award is sponsored by Whyte & Mackay

# Entry Form 2022

Are you or is someone you know setting out on a journey to become the next big name in spirits communication? We want to hear from you. This title has been specially created for a new generation of communicators within the spirits industry, writers who are using innovative and creative ways to share their knowledge and passion with consumers and/or the wider industry.

As well as the winner receiving an educational travel bursary, they will also be invited to join Gregg Glass and Shane Healey for a bespoke visit to the Whyte & Mackay Production Centre of Excellence in Inverness.

**If you are entering for yourself, or if you are nominating someone, please ensure you fill in the correct sections below.**

|  |  |  |  |
| --- | --- | --- | --- |
| **NOMINEE CONTACT INFORMATION – please complete** | | | |
| Nominee’s name: | |  | |
| Nominee’s email address: | |  | |
| Nominee’s country of residence: | |  |  |
| Nominee’s mobile number: | |  |  |
| Nominee’s social media handles: | |  |  |
|  | |  |  |
| If you are entering this award **on behalf of someone else**, please let us know why you think they deserve to win using the space below. Then please return this form to [**Kristen.Dougall@iwsc.net**](mailto:Kristen.Dougall@iwsc.net)  The IWSC will follow up with your nominee for further information.   |  | | --- | |  |   If you are **entering yourself**, please continue to complete all the questions below and return your completed entry to [**Kristen.Dougall@iwsc.net**](mailto:Kristen.Dougall@iwsc.net)with a copy of your headshot (JPEG/EPG) no later than **Friday 18 February 2022.**  **Judging will take place the last week of February and the winner announced in March.** | | | |
| **FURTHER INFORMATION** | | | |
| Company name (if applicable): |  | | |
| Years in industry: |  | | |
|  |  | | |

|  |
| --- |
| **ABOUT YOU** |
| **Please answer the questions below to help our judges decide why you deserve to receive this accolade. Good luck.**  **Please attach your CV with your entry or share your work experience below:**   |  | | --- | |  |   **What pieces of writing are you most proud of (share link or attach to entry)?**   |  | | --- | |  |   **What platforms do you use to communicate with your audience?**   |  | | --- | |  |   **What communication outlets do you think work well in the drinks industry and why?**   |  | | --- | |  |   **And what communication opportunities do you think there are for the wider spirits industry that are not being maximised or made the most of, and how do you think this can be improved?**   |  | | --- | |  |   **Are there any individuals within the spirits writing field that inspire you? Please explain how they inspire you.**   |  | | --- | |  |   **What hopes do you have for your future in drinks communication?**   |  | | --- | |  |   **If you had the opportunity to write about anything, what would it be?**   |  | | --- | |  |   **The prize for this award is £2,500 travel bursary. Please explain how you intend to use the prize money.**   |  | | --- | |  |   **Please add any other notes here you think will make your entry stand out to our judging panel.**   |  | | --- | |  | |

Thank you for entering the IWSC’s Emerging Talent Awards. Please return your completed form, with your headshot to [**Kristen.Dougall@iwsc.net**](mailto:Kristen.Dougall@iwsc.net)before **Friday 18 February 2022.**