

FAQs -Pluralsight Digi100 Nomination

What is Pluralsight Digi100?

It is the first-of-its-kind recognition for digital marketing professionals that honors their leadership, innovation and continuous learning and growth.

What are the parameters?

The parameters used to shortlist potential entrants to the Pluralsight Digi100 list include:

1. Leadership – Must lead a team of at least 50 members
2. Effectiveness – Creation of campaigns that deliver business value to the organisation or client
3. Innovation – Use of modern marketing techniques in a creative manner
4. Continuous learning –investment in learning for self and/or the team, participation in industry forums, participation/speaking at online/offline educational programs
5. Efficiency – Ability to incorporate marketing automation into the team and/or organization

Who can I nominate? What is the criterion/eligibility for nomination?

The Pluralsight Digi100 is for progressive digital marketing leaders from both Agencies and Brand Owners. Applicants can range from CEOs of agencies, Digital leads, Account Directors, Creative Directors, Brand Heads, Digital Marketing Heads.

What will the Pluralsight Digi100 recognition entail?

A digital (of course) badge, listing on paulwriter.com a certificate and complimentary access to the Futurist Marketer Conclave on August 18, Gurgaon, an event co-sponsored by Pluralsight.

Where will the Digi100 List be announced?

The Pluralsight #Digi100 will be announced at the Futurist Marketing Conclave taking place on August 18, 2017 at The Leela Gurgaon.

How can I register a nomination? How can I get a nomination form?

Click [here](http://www.surveygizmo.com/s3/3616859/Pluralsight-Digi100-Nomination) < <http://www.surveygizmo.com/s3/3616859/Pluralsight-Digi100-Nomination>> to nominate online or mail Sheetal.babu@paulwriter.com and we'll send you the nomination form .

Can I make multiple nominations?

Yes

Can I nominate myself?

Yes.

Click [here](http://www.surveygizmo.com/s3/3616859/Pluralsight-Digi100-Nomination) <<http://www.surveygizmo.com/s3/3616859/Pluralsight-Digi100-Nomination>> to nominate online or mail Sheetal.babu@paulwriter.com and we'll send you the nomination form.

What is the deadline for nomination?

The deadline for nomination is 31st July, 2017.

What the process is for followed?

The long-list will be created through a combination of seeded entries and self-nomination. The jury then allocates points to each parameter and one automatically qualifies to the Pluralsight Digi100 List based on the total number of points. The jury decision on Pluralsight Digi100 List is final.

Who are the jury members?

We have a elite jury on board. Few to mention are Rajesh Kumar Jinda I- Asia Leader for Audience, Industry & Digital Marketing at SAP, Devndra Chawla - CEO - Future Consumer Limited & Group President - Food , FMCG, Brands at Future Group, Jaspreet Bindra - SVP- Digital Transformation at Mahindra, Lloyd Mathias - Director Marketing, Consumer PC's, Asia-Pacific & Japan at HP Inc, Sunder Madakshira - Head Marketing at Adobe India , Guneet Singh - Head marketing solutions at Google.

Are there categories in Digi100?

There are two categories based on the team size. We will drop your entries into the right category based on the team size mentioned in the nomination form.

Categories are:

1. Team size of above 50
2. Team size of below 50

Is there a fee involved?

A processing fee on Rs.2000 will be involved. Do get in touch with us for bulk nominations or to see you qualify for a waiver.

Can an agency apply on behalf of their clients?

Yes .An agency can nominate on behalf of their clients.

Can I nominate an NRI or non- Indian?

No. The list is for residents of India.

Any other questions?

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