



#PI20

PITCH INFLUENCE 2020

bc
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branded content
marketing association

Headline partner:

BORDERLESSLIVE
CREATE | INFLUENCE | EXPERIENCE
11 & 12 SEPTEMBER 2020 | London

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PITCH INFLUENCE 2020 TERMS & CONDITIONS

A GLOBAL COMPETITION FOR CONTENT
CREATORS

Contact: Gordon Glenister
gglenister@thebcma.info

www.thebcma.info

PITCH INFLUENCE

TERMS & CONDITIONS

What is it?

A competition aimed at Social Media Influencers, Agencies and Content Creators. The purpose of this is to pitch an idea or project to an esteemed panel of influencer brand experts

Why are we doing this?

We know the biggest challenge for both agencies and creators is to pitch projects in a highly competitive marketplace. We want to educate and stimulate creativity in the pitching process

Is this a global competition?

Yes it is open to a global audience

How do I enter?

You will need to make a short video of up to 1-minute explaining who you are, what you do, what the product or service is and why you think you should win. Please use mp4 or similar format. By submitting the video you agree to us sharing your video across all channels.

Is it free to enter?

Yes

Can I add more than one entry?

No



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Is there an age entry?

No

What is an influencer or content creator?

You must have been involved in at least one influencer paid or gifted campaign already.

What is an influencer agency?

This is ideally an influencer marketing agency, it could be a social media agency and PR and comms agency as long as the pitch is involving some form of product or service

Is it open to brands?

No

Could I be the product pitch?

Yes if you are offering a unique service.

Where do I send the video?

Please send your videos to hello@thebcma.info

What entries will be rejected?

Videos that use profanity, racist overtones or sexist remarks and those that exceed 1-minute.



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Can I post on my social channels?

Yes you can post on your social channels.

How will I know if I have been shortlisted?

You will be notified by the end of August if you have been shortlisted to the final main-stage presentation. There will be 10 presentations, 5 agencies and 5 creators each lasting no longer than 3-minutes each. Everyone else will be also be notified by the end of August.

What are the judges looking for?

The judges are looking for innovation and the viability of the idea. The presentation technique. Creativity of content.

What will the winners receive?

An award and cash prize for the winning agency of £1,000 and £1,000 for the winning creator. Each will be awarded with a logo that they can use on the social media. Finalists will also receive a finalists logo PR and Promotion. The competition winners will receive photos and social media assets for them to use. The BCMA will aim to secure press coverage in major journals and online sites. Borderless Live will also feature the winners on their website.



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What is the closing date?

31st July 2020 and all entries should be in by 17.00 GMT

Where is the final?

The final pitch presentation will be filmed in front of a panel of judges. The date will be the 11th September 2020

Who can I contact should I have any questions?

Please contact Gordon Glenister, Global Head of Influencer Marketing at the BCMA - gglenister@thebcma.info





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PITCH INFLUENCE 2020 SPONSORSHIP

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