



BIG IDEA LIVE EVENT RULES

Submission of applications:

1. Register your interest by filling in the registration form available on line at www.bigidealive.com.
2. Your big idea must be original and your work. It must include a live or face-to-face marketing element. It can take the form of a dissertation, course work that you have completed as part of your studies or just created for the competition.
3. When registering you will need to nominate a market sector category for your submission from the list available. (You can choose to apply for as many as you wish).
4. An open brief and all other information is available on line at www.bigidealive.com.
5. An administration fee of £19.95 is payable for each entry received. If this fee is not received by 30th April 2013 your submission will not be included in the competition and classed as invalid.

Round 1:

6. You must submit a synopsis of your BIG IDEA **using the online document** found in the 'submit your idea' section of the website detailing your approach, the scope of your submission(s) and a description of why you think your submission(s) will work. Your synopsis must be received by the promoter no later than 30th April 2013. If you fail to submit your synopsis by **30th April 2013**, or submit your synopsis other than via the BIG IDEA LIVE online document your application will be invalid and will not be taken forward. Your administration fee will not be refunded in these circumstances.
7. Tell us about you in the 'about me' section of the online document and upload your CV in the section marked CV.
8. All submissions will be reviewed and scored as per the section titled scoring below. The best ideas for each category as determined by the judges using the scoring process for round 1 described below will be short-listed and proceed to round 2

Round 2:

9. Those short-listed after round 1 will be notified on 13th May 2013. The panel of judges will nominate the 3 submissions they believe to be the best to go forward to round 3. Those nominated to go forward to the live judging will be notified by 1st June 2013

Round 3:

10. Those nominated by the judges during round 2 will have their submissions developed into a presentation for display at Marketing Week Live by CME.
11. Each submission nominated by the judges to go through to this round will be displayed at Marketing Week Live at the London Olympia Exhibition Centre from 26th to 27th June 2013

12. Live voting will take place at Marketing Week Live by the marketing managers and decision makers in attendance at the event.
13. Those applicants who have their idea nominated will receive a VIP invitation to the Marketing Week Live event
14. The Overall Winner (as defined below) will be announced at the event on 27th June following the live vote at Marketing Week Live.

Start and End dates of the competition

The application process for the competition will open on 28th February 2013 and close on 30th April 2013. Applications received after 30th April 2013 will not be considered and your administration fee will not be refunded. The overall winner of the competition will be announced live at Marketing Week Live on 27th June 2013.

Applicants

To enter must be resident in Great Britain, over 18 years old and have the right to work in the UK. You must also be a registered student at a UK university or have graduated from a university within the 12 months preceding the date of your submission.

You must not be employed or connected with Marketing Week Live, Centaur Publications, Creative Marketing Environments Ltd or engaged by a member of the Event Supplier and Services Association (ESSA).

The Promoter reserves the right to require proof that you meet these requirements at any point during the Competition. If you are unable or unwilling to provide acceptable proof that you meet these requirements when asked, or you are found not to satisfy those requirements at any time, your submission(s) will be automatically disqualified and your administration fee will not be refunded.

Registration

You may enter submissions into as many categories as you like and submit as many submissions as you like for each category. Each submission will require a separate application to be registered and payment of the administration fee of £19.95 as detailed in the section titled 'Submission of Applications'.

Your administration fee will not be refunded under any circumstances. Failure to pay the administration fee (whether initially or if the payment is later refused or reversed) will result in the submission(s) to which that fee related becoming automatically disqualified.

Scoring

The Big Idea Live scoring system moves through three phases: -

Round 1:

1. Once the application process closes, all valid submissions received will be graded on merit by the competition's judges against the brief provided to the applicants when they registered for the competition using a balanced scorecard approach. The judges will be assessing not only objectively whether the submission meets each element of the brief, but also subjectively the merit of the submission in relation to the elements of the brief on a scale of 1 to 3. A copy of the balanced scorecard is available at www.bigidealive.com. Those with the three highest scores in

each market category at the end of this round of judging will be shortlisted to go before the panel of judges as part of round 2.

Round 2:

2. The submissions that were shortlisted in round 1 will go before the competition's panel of judges. The judges will nominate the three submissions they consider to be the best, most innovative live marketing idea. Those nominated will be displayed at Marketing Week Live as part of round 3.

Round 3:

3. At Marketing Week Live, the three nominated submissions will be displayed in the BIG IDEA LIVE arena for viewing by the attendees at Marketing Week Live. All marketing professionals and decision makers in attendance at Marketing Week Live over the course of the two days of the event will be given the chance to vote for their choice of the best overall submission displayed. Those voting will be asked to award a point to their choice. The judges' scores will be added to those of the attendees and the winning submission (the "Overall Winner") will be the one with the highest mark.
4. If there is a tie, the submission that received the highest mark from the judges will be the winner.

Judges

There shall be no less than 4 judges at each stage of the scoring process where judges are required. All judges will be marketing executives or otherwise involved in the marketing industry. The judging panel will comprise of a representative from a commercial brand, a media partner, Marketing Week Live and Creative Marketing Environments Ltd.

iPad Mini Giveaway:

One iPad will be given away to the:

50th, 100th, 150th, 200th, 250th, 300th, 350th, 400th, 450th, 500th, 550th, 600th, 650th, 700th, 750th, 800th, 850th, 900th, 950th and 1000th 'Big Ideas' that are submitted and validated

Every entry will be timed at the point the submit button is pressed and the entry validated
The iPad specification is as follows - 16GB Wi-Fi iPad Mini. (subject to availability from Apple)

The iPad will be sent within 90 days of the competition closing date.

Prizes

The Overall Winner will receive a trophy and have their submission displayed on the BIG IDEA web portal and Marketing Week Live Website.

In addition to the above, the BIG IDEA of the Overall Winner and those nominated will be presented to appropriate brands with the view to the brand, working with CME and the student, building and reviewing the Big Idea in a LIVE test event.

The prizes do not have a cash alternative.

Winner Publicity

Applicant's accept that, if they make it to round 3 of the competition, the Promoter will have the right, without additional payment or permission, to use their name, age, town of residence and likeness for promotional purposes related to this competition and will participate in any promotional activity relating to the competition as required by the Promoter or the Brand for the six months immediately following the announcement of the Overall Winner.

Entries

All submissions will become the property of the Promoter on their receipt by the Promoter or presentation as part of any round of the competition. The Promoter will not return any written submissions. All applicants hereby assign to the Promoter all worldwide intellectual property rights (including, but not limited to, copyrights and related rights, design rights and rights in performance) and like rights in their submissions and waive all moral rights in the same.

CV / Job interviews

All CVs supplied will be uploaded onto the BIG IDEA web portal for viewing by our partners. Those organisations wishing to interview you will send a request for you to contact the organisation via the BIG IDEA live portal. There after it will be up to you to make your own arrangements with the organisation.

Your personal information and the Data Protection Act

By agreeing to enter into the competition you agree to allow us to provide your personal information to our partners, including the publishing of your CV on the BIG IDEA web portal as per the above paragraph. You also agree to allow us to transfer your personal information outside of the EU. If you do not agree to your personal information being used in this way, you must let us know by either ticking the appropriate box as part of the application process or subsequently notifying us that you no longer consent by sending an email to robin@cme.uk.com.

If at any time you wish to request details of the personal information we hold about you (known as a 'Subject Access Request') you may do so by sending an email to robin@cme.uk.com. We will respond to such requests in line with our duties under the Data Protection Act 1998.

It is important that you keep your personal data up-to-date. You may amend the personal data we hold for you at any time by going to the 'Your Details' section of the BIG IDEA web portal.

Rules

Please retain a copy of these rules for your reference. The promoter of Big Idea Live reserves the right to change or amend these rules or any part of them at any time.

The Promoter

The Promoter is Creative Marketing Environments Limited (company number 07256451) whose registered office is at 78 Tenter Road, Moulton Park Industrial Estate, Northampton NN3 6AX (please do not send entries to this address).

Trademark

The Big Idea Live is a trademark of Creative Marketing Environments Ltd (trade mark number 2644154).