



Congratulations **2026 SHORTLIST**

Congratulations, you have been shortlisted as a finalist at the MII AIM Awards 2026!

Please note that all presentations will be held in-person at The Sandymount Hotel on your pre-allocated date and time.

Schedule: In-Person Judging Sessions

Please refer to the [judging schedule](#) and take note of the exact date and time that your in-person judging session will be held. **Each judging session lasts 25 minutes.** You should arrive at least 20 minutes before your allocated time.

Presentation Requirements

Prepare your presentation as you would for any important business meeting. Your presentation should highlight your responses to each of the four questions outlined in the competition entry form. For the purposes of the competition, presume that the judges have not seen or heard anything about your entry or your business, apart from the presentation that you will deliver.

Practice your presentation to ensure you can deliver it comfortably in 15 minutes maximum. There will be a 10 Minute Q&A session after your presentation.

Technical Requirements

You are responsible for bringing your presentation and your own laptop, ensuring it is fully charged and functioning properly. The presentation room will have a screen and projector available and ready for use. If you are using an Apple Mac, please ensure you bring the necessary adaptors to connect to the projector.

Important Note: Membership & Presenters

A maximum of **two presenters** may attend and deliver your presentation during the judging session.

Please note the following requirements:

- Both presenters must be members of MII. Please ensure your membership is fully up to date prior to the judging session.
- There must be at least one brand employee presenting.
- You may include one business partner as your second presenter.

Checklist - Next Steps for Shortlisted Entrants

Please confirm the following details by April 5th in an email to leah@mii.ie:

- The names, email addresses, and mobile numbers of your two presenters.
- Confirmation that both memberships are up to date.

Please upload the following by April 5th to ensure you are included in the brochure on the awards night.

- A professional headshot of the finalist.** Please upload to the category(s) you are nominated in [here](#).
 - **Top Tip:** *The photo should be high res with a plain background and 300px in height. Please ensure the file is saved under the nominated person's name. **Please note:** Only a MII Member can be featured in the brochure and receive the award on the gala night.*
- A company / brand logo as a vector file.** Please upload to the category(s) you are nominated in [here](#) and ensure it is saved by company/brand name.
- 60 words (max) copy per shortlisted entry** to accompany your photo. Submitted in a return email to leah@mii.ie

FAQs

What happens if I am unavailable on the date or time shown for my category?

- There will be 120 presentations, delivered back-to-back over 12 days, involving approximately 73 judges and 240 presenters.
- Presentation slots cannot be changed, as doing so would require extensive rescheduling, and it is unlikely that all affected participants would be available for alternative slots.
- We are unable to accommodate schedule changes, so please ensure you are available at your allocated time. Flexibility is essential.
- If you cannot attend, you may nominate another representative from your brand company to present in your place. Remember, at least one presenter must be a representative from the brand company.
- Presentations cannot be rescheduled to another date or time, as each entry is judged by a unique panel of experts, assembled only once per category.

What happens if I am late to the presentation meeting?

- There will be 120 presentations, delivered back-to-back over 12 days, involving approximately 73 judges and 240 presenters.
- If you are late then you will not be allowed to present as it would negatively impact every other presentation in the schedule for people who are on time and that would be unfair.
- Presentations cannot be rescheduled to another date or time, as each entry is judged by a unique panel of experts, assembled only once per category.

What happens in the presentation room?

- There are typically three to four judges seated in the room, led by the independent Chair of the Jury, Aedamar Howlett.
- You will have 2 to 3 minutes at the start to set up your laptop and connect to the projector, and for a brief round of introductions.
- You will have 15 minutes to make your presentation. The Chair has a timer and will give you a '5-minutes-to-go' signal. You will be asked to stop at exactly 15 minutes.
- The judges will then ask you any questions they have for clarification regarding the presentation.

Please Note: Presentation takes place in the Sandymount Hotel. Any merchandise, materials, mascots or any other items, may not fit in the room or through the doors. Please note that this has created issues for finalists before and it is not necessary as the judges are experts and understand the programmes from the details you present.

However, if you decide to do this it is your sole responsibility in all regards. You will be on a very strict time schedule and there is no opportunity to extend this.

How is my presentation scored?

The judges are marking the entry based solely on the time in the jury room - there is no reference to what might be known to them from day-to-day interactions with your sector, your brand or your entry ("case study"). The focus is exclusively on your presentation and the Q&A.

The judges mark the case study in how it meets the stated criteria contained in the original brief. There were four questions you answered in your entry. Each question carries equal weight in the scoring, so please make sure your presentation responds to each one or you will miss out on the scoring for that question. Please refer to the Scoring Matrix below for the exact details of how the presentation will be scored.

Top Tips

1. You have a limited time to make your case; don't waste it. History points to presenters spending time on presenting their 'case' - and then doing it AGAIN with a (specially commissioned) video. There's nothing wrong with using a video but try not to seduce the judges by dazzling them!
2. It seems obvious but make sure your technology works. You would be surprised how often a PPT presentation isn't formatted correctly, or a video piece won't open.
3. Be careful to stick to the brief and answer all 4 questions within your presentation. The judges cannot score you on information that you do not provide on the day.
4. Be clear on the 'division of duties' in the jury room. There is a maximum of two people who can attend the presentation from the presenting company, but if you have more than one representative be clear from the outset (a) why, and (b) who is doing what.

Scoring Matrix used by judges

The following shows you how the judges score your presentation. There are 4 questions and 2 criteria per question (8 criteria in total). Each is scored from 0 to 5. The maximum score you can achieve is 40 (8 criteria x 5 points).

To optimise your presentation score, it's vital that your presentation details your response to the criteria in each question, or you can't score the points.

Judging Criteria

Finalist name	
Criteria	Notes
1. Scale of the Challenge / Opportunity	
	Score - Scale of Challenge:
	Score - Identifying Challenge:
2. The programme / activity designed to address the challenge or opportunity	
	Score - Customisation:
	Score - Category Excellence:
3. Programme results and the resolution of the challenge	
	Score - Challenge Resolution:
	Score - Scale of Success:
4. Marketing insights uncovered and the learnings brought forward	
	Score - Insight Identification:
	Score - Future Application:
OVERALL	
	Total Score:

Special Advice for Emerging Talent Shortlist

Congratulations again on being shortlisted in the Emerging Talent category!

We would like to give you some specific advice related to your presentation on Monday April 20th at the Sandymount Hotel.

1. You should present on your own. While it may be daunting, it is important that the judges see how well you do at presenting your own case study.
2. Make sure your laptop and presentation are working and ready to go.
3. This is a competition and you are encouraged to be confident about who you are and what you have achieved. There is no need in this instance to be shy or modest about your accomplishments.
4. Make sure that your presentation covers all the questions from the scoring matrix. If you do not answer a question in your presentation then you cannot get the score for that question and it will limit your ability to win.
5. Critically, you must identify and evidence, through real examples of day-to-day instances where you contributed to the success of the project, the team and or the business. We cannot stress enough that the department or the team doing well is not enough to evidence your position as the most impressive Emerging Talent in marketing in Ireland.

We wish you luck with your preparations and your presentation.

Judging Schedule*

	Date		April 15	April 16	April 17
	Day		Wednesday	Thursday	Friday
MORNING SESSION	Award Category		Entertainment Sponsorship Award	Public Relations Campaign Award	Marketing Team of the Year Award
Sponsor			Britvic	JCDecaux	Google
Finalist 1	9:00		The Very Group	Re-turn	An Post
Finalist 2	9:40		Flogas	Breast Cancer Ireland	PTSB
Finalist 3	10:20		Centra	Marie Keating Foundation	Dalata Hotel Group
Finalist 4	11:15		Focus Ireland	Flogas	Laya Healthcare
Finalist 5	11:55		Mercedes-Benz	Breakthrough Cancer Research	Bord Gáis Energy
AFTERNOON SESSION	Award Category		Strategic Pricing Award	Advertising Campaign Award	Customer Experience Award
Sponsor			Core	Irish Distillers	Dynamo
Finalist 1	13:30		Tesco 'Cosy'	Concern Worldwide, Ireland	PTSB
Finalist 2	14:10		Vodafone	Cuan	Sky Ireland
Finalist 3	14:50		Irish Distillers Pernod-Ricard	Cuan	Glenveagh Homes
Finalist 4	15:45		Tesco 'Can't Miss'	Tourism Ireland	ESB Networks
Finalist 5	16:25		WaterWipes	Bord Gáis Energy	Coca-Cola Ireland

* MII reserves the right to change this schedule.

	Date		April 20	April 21	April 22
	Day		Monday	Tuesday	Wednesday
MORNING SESSION	Award Category		New Product Development Award	Marketing Innovation Award	International Marketing Award
Sponsor			SuperValu	Virgin Media	MII
Finalist 1	9:00		Kerry	Glenveagh Homes	BOYLE Sports
Finalist 2	9:40		Irish Distillers	Tesco Ireland	Kerry
Finalist 3	10:20		Virgin Media	BWG Foods	Promise Gluten Free
Finalist 4	11:15		Unilever	Chartered Accountants Ireland	WaterWipes
Finalist 5	11:55		O'Donnells Crisps	SuperValu	Tourism Ireland
AFTERNOON SESSION	Award Category		Emerging talent Award	Digital Marketing Campaign Award	Insights & Market Research Award
Sponsor			Accenture Song	Dentsu	Diageo
Finalist 1	13:30		Claudia Gibson, Irish Distillers	Allianz	Paddy Power / jump!
Finalist 2	14:10		Lauren Condon, Allianz	Sky Ireland	Irish Distillers Pernod Ricard
Finalist 3	14:50		Ciara Gough, Bank of Ireland	Energia	An Post
Finalist 4	15:45		Emma Collopy, Pinergy	Energia	Diageo
Finalist 5	16:25		Hannah McGrath, Tesco Ireland	SPAR	Kerry

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	Date		April 23	April 24	April 27
	Day		Thursday	Friday	Monday
MORNING SESSION	Award Category		Brand Campaign Award	Digital Customer Journey	Sustainability Award
Sponsor			PML Group	Adobe	Verve
Finalist 1	9:00		Irish Distillers	Mediahuis IRL	Re-turn
Finalist 2	9:40		An Post	Bord Gáis Energy	Bord Gáis Energy
Finalist 3	10:20		Diageo Rockshore	Bank of Ireland	EUROSPAR
Finalist 4	11:15		Diageo Smirnoff	Laya Healthcare	Flogas
Finalist 5	11:55		Sky Ireland	Tirlán	Britvic Ireland
AFTERNOON SESSION	Award Category		Corporate Social Responsibility Award	Gradam Margaíochta le Gaeilge	Client Agency Collaboration Award
Sponsor			Bank of Ireland	RTÉ Raidió Na Gaeltachta	RTE
Finalist 1	13:30		Allianz	Mediahuis IRL & An Post	Diageo / Tenth Man
Finalist 2	14:10		Lidl	Frank and Honest Coffee Co.	Failte Ireland / Core Optimisation
Finalist 3	14:50		AXA Insurance	Inspirational Tours Ireland	Paddy Power / jump!
Finalist 4	15:45		Re-turn	Tesco Ireland	Pilgrim's Europe / TBWA / Dentsu
Finalist 5	16:25		Bord Gáis Energy		Cuan / Javelin

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	Date		April 28	April 29	April 30
	Day		Tuesday	Wednesday	Thursday
MORNING SESSION	Award Category		B2B Marketing Award	Sport Sponsorship Award	Cultural or Societal Sponsorship
Sponsor			Amárach Research	Paddy Power	Tesco Ireland
Finalist 1	9:00		Expleo	Diageo Rockshore	The Very Group
Finalist 2	9:40		Bauer Media Outdoor	Deloitte	Musgrave - SuperValu
Finalist 3	10:20		Ergo	Dalata Hotel Group	SPAR and EUROSPAR
Finalist 4	11:15		Kerry	Diageo Guinness	Bord Gáis Energy
Finalist 5	11:55		Lakeland Dairies	Vodafone	Cairn
AFTERNOON SESSION	Award Category		Integrated Marketing Award	Small Business Marketing	Long Term Brand Impact
Sponsor			Heineken	AIB	PTSB
Finalist 1	13:30		Heineken Ireland	Marie Keating Foundation	Irish Distillers Pernod Ricard
Finalist 2	14:10		Tesco Ireland	Irish Horse Board	Allianz
Finalist 3	14:50		Irish Distillers	Children's Health Foundation	O'Brien Fine Foods
Finalist 4	15:45		Tourism Ireland	Breast Cancer Ireland	Chanelle Pharma
Finalist 5	16:25		RedClick	Wildlands	Toyota Ireland

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