

Influencer Magazine Awards Charter

1. Introduction

1.1 Purpose of the Charter

This Charter defines the guiding principles, structural roles, and ethical expectations of the Influencer Magazine Awards (IMA), a global awards platform recognizing excellence across industries such as media, entrepreneurship, entertainment, tech, health, and social impact. It establishes transparent governance across participants, jury members, editorial advisors, brand partners, and the IMA Organizing Team.

1.2 Mission Statement

The Influencer Magazine Awards exist to celebrate outstanding voices and visionaries who inspire, lead, and innovate. Through a platform rooted in credibility, global outreach, and digital-first media, we aim to elevate influencers, entrepreneurs, and creators whose work shapes culture, community, and the future of their industries.

2. Key Roles Within IMA

Nominees

Nominees are the central figures of IMA. They are individuals or entities shortlisted for award categories after a multi-phase editorial and/or public recommendation process. Categories include:

- Influencer of the Year
- Tech Excellence Award
- Rising Creator
- Entrepreneurial Impact
- Coach of the Year

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- Lifetime Achievement
- Women in Innovation
- ...and more.

Nominees are evaluated based on tangible achievements, credibility, originality, influence, and impact.

Jury Panel

The Jury Panel consists of seasoned professionals, past award winners, and industry leaders selected for their domain expertise and ethical standing. Jurors are tasked with fair, blind, and evidence-based evaluation of shortlisted candidates. All jury members are required to disclose any potential conflicts of interest before the evaluation begins.

Jury roles include:

- Lead Jury Member (per category)
- Review Jury (cross-checks and audits category selections)
- Editorial Jury (drawn from Influencer Magazine UK's senior editors)

Editorial Advisors

Editorial Advisors are senior editors, journalists, and analysts who provide insights into nominee backgrounds, media visibility, and fact-checking. They contribute to the credibility and transparency of the awards process and may assist in jury briefings.

Organizing Committee

Led by the Founding Team of Influencer Magazine UK, the Organizing Committee oversees all operational aspects — outreach, logistics, public voting, marketing, partnerships, and award event planning (digital or physical). This team ensures adherence to transparency and the platform's foundational mission.

Brand Partners & Sponsors

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IMA partners with brands and platforms aligned with its vision of excellence and ethical influence. Sponsors may help curate theme-based categories or present awards but do not influence winner selection or jury decisions. Any attempt to interfere with outcomes results in permanent disassociation from IMA.

3. Structure, Transition & Integrity

3.1 Role Progression

- Nominees may later be invited to serve as Jury Members or Advisors in future editions.
- Past winners may be upgraded to Honorary Ambassadors or Panel Experts after evaluation by the IMA Board.
- Public figures may be nominated across multiple categories.

3.2 Conflict of Interest

- Jury members and advisors must disclose all financial, personal, or professional affiliations with any nominee or their brand.
- Individuals with ongoing commercial relationships with a nominee are barred from evaluating them.
- Any violation will result in immediate dismissal from the jury board and public retraction of endorsement.

3.3 Disqualification Policy

Nominees may be disqualified if:

- They are found to have manipulated voting using bots or fake accounts.
- False claims are submitted regarding achievements or recognitions.
- Legal cases involving fraud or defamation are active and unresolved.

4. Evaluation Framework

4.1 Judging Transparency

Evaluation is conducted based on a scoring rubric tailored to each category, typically considering:

- Originality & Uniqueness (25%)
- Verified Achievements (20%)
- Media & Public Impact (20%)
- Influence on Community/Industry (20%)
- Ethical Conduct & Reputation (15%)

Public voting is only considered for the "Influencer of the Year" category. In all other categories, jury scores solely determine the winners.

4.2 Intellectual Property

All content submitted by or on behalf of nominees remains their intellectual property.

Influencer Magazine UK reserves the right to feature nominees and winners across editorial, social media, and promotional content.

4.3 Rules & Evaluation Criteria

4.3.1 Open Nominations Policy

Anyone can submit a nomination or apply for consideration in the Influencer Magazine Awards. However, submission does not guarantee selection. All nominations undergo a thorough review process based on our defined evaluation criteria.

Nominees may include public figures, professionals, creators, entrepreneurs, or rising talents from any field. Both self-nominations and third-party nominations are accepted.

4.3.2 Evaluation Process Overview

Each nomination is manually reviewed and is subject to approval by our internal committee. The process includes:

- Verification of identity and background
- Assessment of public image and online presence
- Analysis of impact, innovation, and influence
- Consideration of media coverage and achievements
- Alignment with the values and vision of the Influencer Magazine Awards

Only candidates who meet our benchmark standards will be shortlisted and notified.

4.3.3 Criteria for Selection

Each category may have specific nuances, but in general, we evaluate nominees based on the following:

Influence & Reach

Verified followers, media coverage, digital footprint, and online engagement.

Innovation & Creativity

Unique content, thought leadership, brand originality, or creative breakthroughs.

Impact & Contribution

Social or industry impact, community involvement, charitable initiatives, or thought leadership.

Achievements & Recognition

Notable past recognitions, career milestones, awards, and professional accomplishments.

Authenticity & Ethics

Professional reputation, alignment with ethical standards, and transparency.

4.3.4 Disqualification or Rejection

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Nominations may be rejected or removed for reasons including:

- Lack of verifiable information
- Inconsistent or misleading personal/public data
- Violation of ethical standards or involvement in controversies
- Failure to meet minimum category-specific requirements
- Duplicate or spam submissions

4.3.5 Submission Does Not Guarantee Selection

We receive thousands of nominations. Due to limited recognition slots and high standards, not all applications are approved. Candidates are encouraged to apply sincerely and ensure their profiles reflect the selection criteria.

5. Ethical Guidelines

Code of Conduct

All nominees, jury members, and brand partners must:

- Respect community values and uphold the dignity of all participants
- Avoid defamatory, discriminatory, or politically charged actions associated with the awards
- Follow platform rules regarding confidentiality, especially during results finalization

Breach Consequences

- **First violation:** Private warning or editorial note
- **Second violation:** Disqualification or removal from platform visibility

- **Third violation:** Lifetime ban from future IMA nominations and partnerships
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6. Data & Privacy

Influencer Magazine UK complies with international data protection standards:

- All voting data and personal information are encrypted and stored securely
 - Only authorized team members may access nominee-related documents
 - All nominee profiles submitted by third parties are verified through public records or direct confirmation
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7. Financial Transparency

- IMA does not charge for nominations
 - In certain cases (e.g., premium brand features or sponsored awards), paid promotional slots may be available, but these do not influence award decisions
 - Sponsorship funds contribute to platform development, winner promotion (e.g., Times Square campaigns), and event production
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8. Amendments & Future Revisions

This Charter is reviewed annually by the Editorial Board of Influencer Magazine UK in consultation with jury leads and community advisors. All updates are published transparently on the official website.

9. Legal Standing

This Charter serves as the formal operational, ethical, and procedural framework for the Influencer Magazine Awards. All stakeholders are expected to comply with its terms and uphold the integrity of the IMA platform.