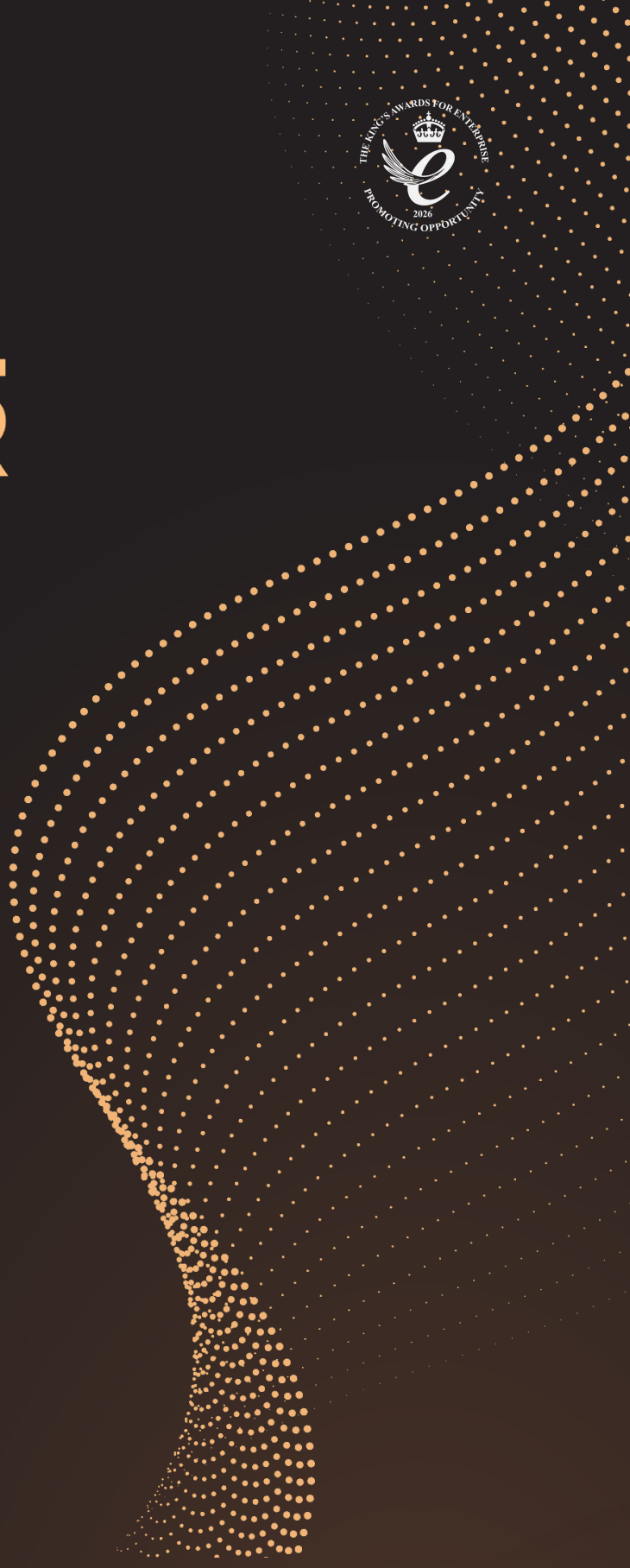
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FINANCIAL PROMOTER AWARDS USA

Entry guidance and judging rubric 2027



Thursday, June 17, 2027

The Marquee Astoria

25-22 Astoria Blvd, Astoria, NY 11102

WWW.FINPROMSUSA.COM

Welcome

Thank you for considering an entry to the Financial Promoter Awards USA 2027.

The FP Awards were established to celebrate exceptional marketing and communications achievements across the financial services industry, recognizing excellence across institutional, commercial and retail markets.

Marketing has too often been undervalued as both a commercial discipline and a technical creative craft. These awards aim to change that narrative by spotlighting the individuals and organizations demonstrating the tangible commercial impact of outstanding marketing.

This guide is published so that every entrant can see exactly how their work will be assessed. It contains the assessment rubric the judging panel works from: the criteria for each category, and the notes that tell judges what a higher or lower scoring entry looks like. The rubric is designed to keep judging consistent, fair and informed.

Entries are made online at www.finpromsusa.com. You write up to 500 words about the entry, then up to 300 words against each criterion for your category, and can add supporting files and links.

We suggest you read the criteria for your category before you write a word, and build your entry around them. Entries that give judges clear evidence against every criterion are the ones that score well.

We look forward to reading your work, and to raising a glass with many of you in New York on June 17 as we celebrate the marketers who are driving our sector forward.

The Financial Promoter Awards team

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How judging works

Every entry is read and scored by an independent panel of senior marketers and agency leaders.

The scoring method

- Each category has a set of criteria, listed in this guide.
- Judges score every criterion from 1 to 10. 1 is the lowest score that can be awarded and 10 is the highest.
- The marks are added together, so the maximum score depends on the number of criteria in the category.
- Judges are invited to offer a brief comment on every entry.

How to use the rubric

- The notes under each criterion are the instructions given to the judging panel, which is why they are addressed to judges.
- Address every criterion. A criterion with no evidence is marked low, however strong the rest of the entry.
- Show commercial results wherever you can. The awards treat marketing as part of an institution's commercial engine.
- Include independent validation such as testimonials, case studies or other recognition.
- Agencies should include three case studies. An entry with one case study cannot score more than four marks for that criterion, and an entry with two cannot score more than eight.

Category group	Categories	Criteria	Maximum score
Marketer of the Year categories	5	10	100
Marketing Team of the Year categories	5	10	100
Campaign and initiative categories	7	7	70
Agency categories	3	8	80
In-house Team of the Year	1	9	90
Young Financial Promoter of the Year	1	6	60
Financial Promoter of the Year	1	8	80

The Outstanding Achievement award is chosen by the judges and is not open for entry.

Marketer of the Year categories

100 marks available
10 criteria, each scored 1 to 10

These criteria apply to: Bank & Payments Marketer of the Year, Investment Marketer of the Year, Crypto Marketer of the Year, (Re)insurance Marketer of the Year, Retirement Marketer of the Year.

1 Ability to translate organizational objectives

Judges should consider to what extent the entrant evidences their ability to translate organizational objectives through the marketing they deliver. Higher scoring entries will likely outline how they evaluate organizational objectives when planning activities and describe how they build plans, campaigns and programs. Entrants should be marked lower for approaches where marketing activities appear to be built without consideration for the organization's broader goals.

2 Financial awareness

To what extent does the entrant demonstrate an awareness of budget restrictions and resource availability or scarcity? Higher scoring entrants are likely to give a descriptive account of how they evaluate budgets at the planning stage of campaigns or projects. Additional points should be awarded to candidates who embrace cross-departmental collaboration to make the most of their organization's resources. Lower scoring entrants will be those who document no evidence of resource or budgetary awareness.

3 Audience familiarity and focus

Judges should consider the degree to which the marketer is focused on their target audience. Irrespective of whether the marketer is internally, or externally focused, they should be able to demonstrate efforts to better understand the audience with whom they are communicating. Higher marks should be awarded for feedback mechanisms which ensure communications or campaigns are "landing" with their audience. Similarly, additional points should be awarded for approaches which clearly demonstrate efforts to get to know their prospect group. The highest scores will likely show an ability to segment with granularity and/or personalize marketing communications. Lower scores will have little or no reference to target markets.

4 Creativity and flair

The very best marketers in this category should score highly for creativity and flair. Original approaches and unique campaign outputs should be considered as evidence of these skills. Judges should use their experience and familiarity with planning concepts and industry creatives to recognize overused, outdated or stale approaches and outputs. At the same time, bold, unique and creative innovation should be recognized with the highest marks.

5 Consideration for chosen channels

When planning marketing activities, entrants should demonstrate strategic thinking in opting for their channel(s) of choice. This may be informed by audience consumption, other activities within the organization, resource availability, ability to measure success or campaign objectives. Judges should reward entrants explaining the thinking behind their preferred channels but should mark lower entrants who do not discuss channels in any specific detail. Examples of channels that could feature in entries include (but are not limited to) content marketing, SEO, affiliate marketing, paid advertising, public relations, public affairs, TV, out of home, ambient and influencer marketing, among others.

6 Delivery capability

Great marketers have an awareness of the teams around them, whether internal or external. Judges should scrutinize entries for evidence of marketers using their teams effectively and playing to the strengths of their internal colleagues or agency partners. Additional marks should be awarded where entrants have considered or discussed the abilities and roles of key stakeholders involved in delivering their projects, and, where necessary, made an honest appraisal of the limitations of what may be possible.

7 Innovation and technology

Entrants who are able to articulate how they use innovative methods to achieve superior outcomes should be awarded higher marks by the judging team. These methods may be demonstrated by their use of technology but may equally be documented through their approaches to analytics and data. Higher scores should be awarded to entrants who can show a consistently innovative approach to their marketing activities through technology, data analysis or campaign analytics.

8 Leadership

The Financial Promoter Awards aim to recognize marketers who are leading examples in their sector. As such, judges should score marketers higher where their entry shows clear evidence of leadership. This may manifest in the leadership of internal teams, in agency direction or in bringing together stakeholders from across the business to ensure involvement in successful campaigns. Higher marks should be awarded where entries show clear evidence of securing buy-in from subject matter experts or where collaboration from colleagues or industry peers is evident as a result of this individual's efforts.

9 Return on investment

Entrants that clearly demonstrate their efforts have had a material impact, in terms of a financial return for their organizations, should be scored higher than those entrants who are unable to do so. While judges should be sympathetic to the limitations of job functions, they should recognize that the Financial Promoter Awards see marketers as part of institution's commercial engine. As such, evidence should be supplied, where possible, to demonstrate a contribution to their organization's success. Entries showing no evidence of securing a return on the investment made through marketing should be marked lower than those that do.

10 Independent validation

Judges should look carefully at entries which have clear evidence of external validation, supporting entrants' claims. This may come in the form of case studies from colleagues, peers, partners, educational institutions, professional bodies or other award schemes. Entrants who can add independent validation to the claims made in the entry should be awarded additional points in this section than those entrants that do not.

Marketing Team of the Year categories

100 marks available
10 criteria, each scored 1 to 10

These criteria apply to: Bank & Payments Marketing Team of the Year, Investment Marketing Team of the Year, Crypto Marketing Team of the Year, (Re)insurance Marketing Team of the Year, Retirement Marketing Team of the Year.

1 Strategic alignment

To what extent has the team demonstrated an ability to translate wider business or organizational goals into their marketing outputs? High-scoring entries should detail how campaigns, programs or creative direction were aligned to strategic objectives. Teams should be marked lower if entries show little thought given to broader strategic context.

2 Commercial and financial consideration

Judges should assess how effectively the team has balanced commercial constraints, including budgetary limits and internal resource availability. High marks should be given to entries that demonstrate strong planning around spend and resourcing, particularly where multi-functional collaboration is used to amplify impact. Entries lacking a clear view of cost or resource constraints should be scored lower.

3 Audience understanding

Entries should show how the team identifies, understands and communicates with its intended audience. The best submissions will include evidence of segmentation, audience research or campaign personalization. Additional marks may be awarded for well-structured feedback loops or mechanisms ensuring the relevance of campaigns. Low-scoring entries will present minimal evidence of audience focus.

4 Creativity and distinctiveness

Great teams demonstrate standout creativity and a willingness to challenge convention. Judges should recognize entries that include original thinking or innovative concepts, alongside execution that avoids repetitive or outdated approaches. High-scoring entries will often reflect an appetite for creative risk-taking and innovation, supported by sound rationale.

5 Channel strategy

Teams should be able to justify their selection of marketing channels and explain how those choices supported campaign outcomes. High-scoring entries will consider audience behavior, campaign goals and measurability when choosing channels. Judges may deduct points for entries that fail to consider channel strategy or simply list channels used without context.

6 Execution and collaboration

Delivery should demonstrate thoughtful planning and effective teamwork. High-scoring teams will show how roles were defined, how agency or partner relationships were managed, and how individuals or functions worked together in complementary ways. Entries should highlight shared responsibilities and acknowledge any challenges or constraints encountered.

7 Innovation and technology

To what extent has the team used technology, data or new methods to improve outcomes? Judges should reward entries that show how innovation was baked into the approach, whether through campaign automation, audience insights, analytics tools or novel formats. Points should be deducted for teams relying solely on legacy or manual processes without adaptation.

8 Team leadership and culture

Judges should consider the presence of strong internal leadership and team culture. This may be demonstrated through examples of mentorship, inclusive practices, idea-sharing, or collaborative campaign development. High marks should go to teams showing evidence of a values-driven approach, effective governance and clear leadership throughout delivery.

9 Commercial outcomes and impact

Teams should provide clear evidence of commercial results: quantitative or qualitative. The best entries will demonstrate how activity translated into material success, whether through increased awareness, engagement, conversion, retention, or revenue uplift. Where commercial impact is harder to isolate, judges should look for proxy metrics or indicators of performance.

10 Third party validation

Judges should award additional points for entries that include positive feedback or endorsement from external stakeholders, clients, partners or industry peers. Testimonials, case studies, peer recognition, or examples of wider industry support strengthen claims. Entries lacking validation or supporting context should score lower in this section.

Campaign and initiative categories

70 marks available
7 criteria, each scored 1 to 10

These criteria apply to: Marketing Campaign of the Year, Content Campaign of the Year, Digital Campaign of the Year, PR Campaign of the Year, Brand Initiative of the Year, Sponsorship Initiative of the Year, Event-led Initiative of the Year.

1 Ability to translate organizational objectives

Judges should consider to what extent the entry evidences an ability to translate organizational objectives through the marketing delivered. Higher scoring entries will likely outline how they evaluate organizational objectives when planning activities or building campaigns and initiatives. Entrants should be marked lower for approaches where marketing activities appear to be built without consideration for the organization's broader goals.

2 Financial awareness

To what extent does the entry demonstrate an awareness of budget restrictions and resource availability or scarcity? Higher scoring entries are likely to give a descriptive account of how they evaluated budgets at the planning stage of the campaign. Additional points should be awarded to entries who embrace cross-departmental collaboration to make the most of their organization's resources. Lower scoring entries will be those who document no evidence of resource or budgetary awareness.

3 Audience familiarity and focus

Judges should consider the degree to which the entrant has demonstrated a focus on a specific target audience. Higher marks should be awarded for feedback mechanisms which ensured campaigns "landed" with their audience. Additional points should be awarded for approaches which clearly demonstrate efforts were made to understand their prospect group. The highest scores will likely show segmentation with granularity and/or personalized marketing techniques. Lower scores will have little or no reference to target markets.

4 Creativity and flair

The very best campaigns should score highly for creativity and flair. Original campaign outputs should be considered as evidence of these skills. Judges should use their experience and familiarity with planning concepts and industry creatives to recognize overused, outdated or stale approaches and outputs. At the same time, bold, unique and creative innovation should be recognized with the highest marks.

5 Return on investment

Entries that clearly show that they were mindful of delivering a good commercial return on investment should be scored higher than those entrants who are unable to do so. While judges should be sympathetic to the limitations of campaign styles, they should recognize that the Financial Promoter Awards see marketing as part of institution's commercial engine. As such, evidence should be supplied, where possible, to demonstrate the contribution of a campaign to an organization's success. Entries showing no evidence of securing a return on the investment made through marketing should be marked lower than those that do.

6 Independent validation

Judges should look carefully at entries which have clear evidence of external validation, supporting entries. This may come in the form of case studies from colleagues, peers, partners, educational institutions, professional bodies or other award schemes. Entrants who can add independent validation to the claims made in the entry should be awarded additional points in this section than those entrants that do not.

7 Non-financial success

In addition to financial returns, campaigns should also deliver additional value. This may include brand recognition, data capture for potential new customers, or achieving visibility in the media. While each campaign will be unique, judges should consider whether the initiative or campaign has raised the profile of the organization overall. Those campaigns where this is explicitly clear should be awarded higher marks than those where it is not.

Agency categories

80 marks available
8 criteria, each scored 1 to 10

These criteria apply to: PR Agency of the Year, Digital Agency of the Year, Brand Agency of the Year.

1 Ability to support client's business objectives

Judges should consider to what extent the agency has supported its client's business objectives through the marketing delivered. Higher scoring entries will likely articulate how they worked with their client to nail down the organizational objectives before planning campaign activities or building initiatives. Agencies should be marked lower in instances where their submitted work does not show a direct link to the client's overarching business objectives. The more detailed and explicit the entry shows the link with the client's business objectives, the higher the score in this section.

2 Financial awareness

To what extent does the entry demonstrate an awareness of the client's budget and resource availability or scarcity? Has the agency been able to show that it delivered good value for money in the submission? Higher scoring entries are likely to give a descriptive account of how they aimed to deliver the most value possible from the budget they were allocated. Lower scoring entries will be those who document no evidence of budgetary awareness or delivering solid value to their clients.

3 Audience familiarity and focus

Judges should consider the degree to which the entrant has demonstrated a focus on a specific target audience. Higher marks should be awarded to agencies who have sought to monitor the success of campaigns to reinforce their approach or demonstrate a need to change course. These instances may also include a good track record of feeding back information to the client. Additional points should be awarded for approaches which clearly demonstrate efforts were made to understand their prospect group. The highest scores will likely show segmentation with granularity and/or personalized marketing techniques. Lower scores will have little or no reference to target markets.

4 Creativity and flair

The very best campaigns should score highly for creativity and flair. Original campaign outputs should be considered as evidence of these skills. Judges should use their experience and familiarity with planning concepts and industry creatives to recognize overused, outdated or stale approaches and outputs. At the same time, bold, unique and creative innovation should be recognized with the highest marks. While originality should be prized, solid traditional approaches which have delivered good results should not be penalized.

5 Return on investment

Agencies that clearly show that they were mindful of delivering a good commercial return to their clients should be scored higher than those entrants who did not. While judges should be sympathetic to the limitations of campaign types, they should recognize that the Financial Promoter Awards seek to recognize expertise in agency land that delivers great value for money. Please note, this does not mean "price". More expensive campaigns should be applauded if they generated excellent commercial returns for their clients, but the increase in cost needs to be justified. As such, evidence should be supplied, where possible, to demonstrate the contribution of a campaign to a client's success. Entries showing no evidence of securing a return on the investment should be marked lower than those that do.

6 Independent validation

Judges should look carefully at agencies which have clear evidence of external validation, supporting entries. This may come in the form of case studies from colleagues, peers, partners, educational institutions, professional bodies or other award schemes. Entrants who can add independent validation to the claims made in the entry should be awarded additional points in this section than those entrants that do not.

7 Case studies

Entrants to all agency categories have been encouraged to include three case studies which support their overall approach to communications or marketing. Entrants that do not supply the full three case studies should be marked down. The strength of these case studies allows for some degree of discretion here, but a submission with just one case study should not receive more than four marks. Similarly, a submission with just two case studies cannot score more than eight.

8 Superior outcomes

The entry guidance for the agency categories specified that agencies must show that they have delivered superior outcomes than their client could have achieved by utilizing its in-house team alone. Categories that have extensively shown this in their entry should score more highly than those who have supplied no evidence of this.

In-house Team of the Year

90 marks available
9 criteria, each scored 1 to 10

1 Ability to translate organizational objectives

Judges should consider to what extent the entry evidences the team's ability to translate organizational objectives through the marketing they deliver. Higher scoring entries will likely outline how they evaluated organizational objectives when planning activities and describe their approach to building plans, campaigns and programs. Entrants should be marked lower for approaches where marketing activities appear to be built without consideration for the organization's broader goals.

2 Financial awareness

To what extent does the entry demonstrate an awareness of budget restrictions and resource availability or scarcity? Higher scoring entries are likely to give a descriptive account of how they evaluated budgets at the planning stage of campaigns or projects. Lower scoring entries will be those who document no evidence of resource or budgetary awareness.

3 Audience familiarity and focus

Judges should consider the degree to which the in-house team has focused on their target audience. Irrespective of whether the team is internally, or externally focused, they should be able to demonstrate efforts to better understand the audience with whom they are communicating. Higher marks should be awarded for feedback mechanisms which ensure communications or campaigns are "landing" with their audience. Similarly, additional points should be awarded for approaches which clearly demonstrate efforts to get to know their prospect group. The highest scores will likely show an ability to segment with granularity and/or personalize marketing communications. Lower scores will have little or no reference to target markets.

4 Creativity and flair

The very best teams should score highly for creativity and flair. Original approaches and unique campaign outputs should be considered as evidence of these skills. Judges should use their experience and familiarity with planning concepts and industry creatives to recognize overused, outdated or stale approaches and outputs. At the same time, bold, unique and creative innovation should be recognized with the highest marks.

5 Stakeholder collaboration

Outstanding in-house teams are those who can affect change both inside and outside of their organizations. To do so requires patient diplomacy and immense effort to secure buy-in from internal stakeholders. Those in-house teams able to demonstrate successful collaboration with internal stakeholders should be marked more highly than those who have shown little evidence of doing so. Additional marks should be awarded for the involvement of senior management, subject matter experts or relevant non-marketing third parties.

6 Delivery capability

Great in-house teams have an awareness of the strengths within their squad. Judges should evaluate entries for evidence of teams playing to their strengths within individuals contributing in different ways. Additional marks should be awarded where entrants have considered or discussed the abilities and roles of key stakeholders involved in delivering their projects, and, where necessary, made an honest appraisal of the limitations of what may be possible.

7 Innovation and technology

Teams who are able to articulate how they use innovative methods to achieve superior outcomes should be awarded higher marks by the judging team. These methods may be demonstrated by their use of technology but may equally be documented through their approaches to analytics and data. Higher scores should be awarded to entries who can show a consistently innovative approach to their marketing activities through technology, data analysis or campaign analytics.

8 Return on investment

Teams that clearly demonstrate their efforts have had a material impact, in terms of a financial return for their organizations, should be scored higher than those entries who are unable to do so. Judges should note that the Financial Promoter Awards see marketing as part of institution's commercial engine. As such, evidence should be supplied, where possible, to demonstrate a team's contribution to their organization's success. Entries showing no evidence of securing a return on the investment made through marketing should be marked lower than those that do.

9 Independent validation

Judges should look carefully at entries which have clear evidence of external validation, supporting entrants' claims. This may come in the form of case studies from colleagues, peers, partners, educational institutions, professional bodies or other award schemes. Entrants who can add independent validation to the claims made in the entry should be awarded additional points in this section than those entrants that do not.

Young Financial Promoter of the Year

60 marks available
6 criteria, each scored 1 to 10

1 Commercial awareness

Marketing requires a fundamental understanding of the relationship between commercial activity and communication outputs. Judges should look for an awareness of commercial reality that manifests through the financial position of their employer, the wider market in which their employer operates or the budgets they have been set to work with. The highest possible marks should be awarded to entries that demonstrate more than one of these. Low marks should be granted to entries that have no mention of the financial or commercial considerations of marketing.

2 Work ethic and approach

The Young Financial Promoter category is designed to identify the stars of tomorrow. In doing so, the scheme hopes to underscore that success requires consistent effort and focus. Judges should look to score entrants higher in instances where they have demonstrated a commitment to hard work and ensuring their tasks are completed to the best of their ability. Lower scores should be awarded to entries where no evidence is available to demonstrate the effort that an individual has made in their role.

3 Creativity and flair

The very best young marketers should score highly for creativity and flair. Original approaches or unique campaign outputs should be considered as evidence of these skills. Judges should seek to score more highly those entries that have spent time articulating their creativity process with the highest marks reserved for those adopting truly innovative strategies.

4 Independent validation

Judges should look carefully at entries which have clear evidence of external validation, supporting entrants' claims. This may come in the form of case studies from colleagues, peers, partners, educational institutions, professional bodies or other award schemes. Entrants who can add independent validation to the claims made in the entry should be awarded additional points in this section than those entrants that do not.

5 Commitment to learning

While it is tempting for all industry practitioners to rely solely on their qualifications at entry, numerous studies have shown the value in continuous learning while in the workplace. This section aims to reward young marketers who can explicitly show their commitment to learning through academic, professional or career-focused study or work-based learning. The highest marks should be reserved for those entrants that can map their learning to a specific outcome. The lowest marks should be awarded to entries that make no reference to learning.

6 Team mentality

Team players are vital to the success of marketing and communication efforts. For Young Financial Promoters, recognizing the importance of a team dynamic can reinforce their ability to learn new techniques and ensure swift career progression. Judges should award the highest marks to those entries where a commitment to being a team player has been explicitly articulated. Low scores should be awarded to entries that have not mentioned their place within their team.

Financial Promoter of the Year

80 marks available
8 criteria, each scored 1 to 10

1 Success in budget management

Outstanding marketers can achieve extraordinary results within the confines of the budgets they are granted. They can also make a strong case to ensure they are trusted to achieve great things with their budget. In this category, judges should be looking for evidence that budgets allocated to the marketer have been used prudently to achieve fantastic outcomes. Judges should consider the extent to which the entrant demonstrate an awareness of budget restrictions and resource availability or scarcity. Higher scoring entrants are likely to give a descriptive account of how they evaluate budgets at the planning stage of campaigns or projects. Additional points should be awarded to candidates who embrace cross-departmental collaboration to make the most of their organization's resources. Lower scoring entrants will be those who document no evidence of resource or budgetary awareness.

2 Audience familiarity and focus

Judges should consider the degree to which the marketer is focused on their target audience. Irrespective of whether the marketer is internally, or externally focused, they should be able to demonstrate efforts to better understand the audience with whom they are communicating. Higher marks should be awarded for feedback mechanisms which ensure communications or campaigns are "landing" with their audience. Similarly, additional points should be awarded for approaches which clearly demonstrate efforts to get to know their prospect group. The highest scores will likely show an ability to segment with granularity and/or personalize marketing communications. Lower scores will have little or no reference to target markets.

3 Campaign execution

Operating with creativity and flair, the Financial Promoter of the Year will be a master at campaign execution. Therefore, judges should expect evidence of successful campaign outcomes from the entry submitted. High scores should be awarded for strategic thinking, market-focused planning, dynamic resource allocation and standout campaign management. Original approaches and unique campaign outputs should all secure additional marks.

4 Stakeholder engagement

Outstanding marketers are those who can affect change both inside and outside of their organizations. To do so requires patient diplomacy and immense effort to secure buy-in from internal stakeholders. Those senior marketers able to demonstrate successful collaboration with internal stakeholders should be marked more highly than those who have shown little evidence of doing so. Additional marks should be awarded for the involvement of senior management, subject matter experts or relevant non-marketing third parties. Bonus points too for those who have successfully involved external parties in their marketing efforts.

5 Innovation and technology

Entrants who are able to articulate how they use innovative methods to achieve superior outcomes should be awarded higher marks by the judging team. These methods may be demonstrated by their use of technology but may equally be documented through their approaches to analytics and data. Higher scores should be awarded to entrants who can show a consistently innovative approach to their marketing activities through technology, data analysis or campaign analytics.

6 Leadership

The Financial Promoter Awards aim to recognize marketers who are leading examples in their sector. As such, judges should score marketers higher where their entry shows clear evidence of leadership. This may manifest in the leadership of internal teams, in agency direction or in bringing together stakeholders from across the business to ensure involvement in successful campaigns. Higher marks should be awarded where entries show clear evidence of securing buy-in from subject matter experts or where collaboration from colleagues or industry peers is evident as a result of this individual's efforts.

7 Independent validation

Judges should look carefully at entries which have clear evidence of external validation, supporting entrants' claims. This may come in the form of case studies from colleagues, peers, partners, educational institutions, professional bodies or other award schemes. Entrants who can add independent validation to the claims made in the entry should be awarded additional points in this section than those entrants that do not.

8 Life-long learning

The Financial Promoter of the Year is always improving. They seek to embrace continuous learning for them and their colleagues around them. Judges should look to reward senior marketers who can explicitly show their commitment to life-long learning through academic, professional or career-focused study or work-based learning. The highest marks should be reserved for those entrants that can map their learning to a specific outcome. The lowest marks should be awarded to entries that make no reference to continuous learning.

Key dates and more information

Entries open	November 1, 2026
Entries close	April 5, 2027
Judging	April 12 to 16, 2027
Shortlist announced	April 19, 2027
Results and gala dinner	Thursday, June 17, 2027, The Marquee Astoria, 25-22 Astoria Blvd, Astoria, NY 11102

For more details on the judging criteria, entering, the event or sponsorship, please contact the team at Rhotic Media, publisher of Financial Promoter.

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