

2017 IMCA Showcase Awards

Judging Frequently Asked Questions

Who is qualified to be a judge?

Anyone with expertise in the areas of advertising, marketing & communications can be a judge. Specializing in the insurance industry is not required, but many of our judges do have experience with insurance.

How do I become a judge?

Simply fill out the [judge application form](#) on the IMCA website.

Can I recommend someone else to be a judge?

Absolutely! Feel free to pass information regarding the IMCA Showcase Awards to anyone you feel would be interested and qualified. They can then fill out the [judge application form online](#).

Do judges need to be a member of IMCA?

No, you do not need to be a member of IMCA in order to judge the Showcase Awards. But we do love it when our members get involved!

Can a judge's company still enter submissions for the Showcase Awards?

Yes! However, if your company has entered an award, you will not be able to judge any of those submissions.

Where and when does the judging take place?

All entries are submitted online, and are judged online from anywhere at any time, so no travel is required. Judging for 2017 will take place April 14 – April 28, 2017.

What is the time commitment?

The amount of time required of each judge depends on how many entries are submitted, how many judges there are, as well as how much time each judge takes to review and comment on their assigned entries. Most judges spend about 30 minutes viewing and commenting on each entry. A good idea would be to set aside as much as 10-15 hours for judging over the 2-week judging period.

Do judges get paid?

Unfortunately, IMCA is unable to pay our Showcase judges. However, all judges that complete their assignments in the given time are entered into a drawing to win a \$100 gift card!

Am I required to attend the Annual Conference or Showcase Gala?

No, Showcase judges are not required to attend the Annual Conference or Showcase Gala. However, all judges are welcome to attend either the entire conference or just the Gala on Tuesday, June 27, 2017. To register, visit <http://imcanet.com/events/2017-annual-conference-showcase-gala/>.

Do judges have to comment on each entry they are assigned to?

Receiving the comments from the judges is one of the benefits of entering the Showcase Awards. While leaving constructive comments are not required, they are strongly encouraged.

Are the judges kept anonymous?

Yes. IMCA does not post a list of judges anywhere, and they are not visible to entrants on the awards website.

Can I promote that I am a judge?

Yes, all judges are free to personally promote themselves as a Showcase judge on social media, their email signature, LinkedIn profile, resumes, etc.

What types of entries will I be assigned to?

Each judge will be assigned to a specific category to judge – or possibly multiple categories based on the number of entries in each category. For a list of all categories, see <http://imcanet.com/award-programs/entry-details/>. If there is a specific area of interest or expertise that you would like to be assigned to, please let the IMCA office know.

Where can I learn more about the Showcase Awards?

Additional information including the judging criteria can be found at <http://imcanet.com/award-programs/entry-details/>.

Who can I contact to receive more information?

Feel free to [contact the IMCA](#) office (952-928-4644) with any additional questions.