

Iconic Influencer Award London

Individual Excellence Award Best Podcast Influencer

OVERVIEW

The "Best Podcast Influencer" award recognizes a trailblazer in the podcasting world who has significantly impacted listeners, creators, and the industry as a whole. This individual goes beyond simply hosting a popular show; they are a dynamic force in shaping the podcasting landscape, inspiring and influencing through their innovative content, engaging storytelling, and powerful voice.

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ELIGIBILITY

- **Active Podcast Presence:** The influencer must have an active podcast with regular episodes published within a specific timeframe, usually the past year.

QUALITATIVE CRITERIA

Audience Engagement: The podcast ..

Content Quality

1. Expertise and Knowledge:

- Depth of knowledge in the podcast's niche.
- Ability to provide insightful, accurate, and up-to-date information.

2. Engagement and Delivery:

METRICS ◦ Engaging storytelling and effective communication skills.

JUDGING CRITERIA

Content Quality

1. **Relevance:** How well does the content align with the interests and needs of the target audience?
2. **Originality:** Is the content unique and creative, offering fresh perspectives or information?
3. **Accuracy:** Are the facts presented in the podcast accurate and well-researched?
4. **Depth:** Does the podcast cover topics in sufficient detail, providing valuable insights and in-depth analysis?

Presentation Skills

1. **Clarity:** Is the podcast easy to understand, with clear and articulate speech?
2. **Engagement:** Does the host keep the audience engaged and interested throughout the episodes?
3. **Pacing:** Is the podcast well-paced, with a good balance between different segments and a smooth flow?

Metrics Criteria	Current Year	Previous Year
1. **Audience Metrics** - **Downloads per Episode** : The average number of downloads an episode receives. - **Subscribers** : Total number of subscribers to the podcast. - **Unique ..		

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