

# 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.

#### 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

##### 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.

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 ...		

#### 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?

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