

WEB CELEB' 2022: RULES OF ENTRY

1. ENTRIES

- Anyone can submit a candidacy to become Web Celeb 2022. Just check out if you fit the description below
- Entries are totally free of any entry fee.
- There are no limitations, everybody is free to participate within the deadline of **May 9th, 2022**.
- A first debate with the 3 finalists will be held on June 24th in Brussels. (Location to be determined)
- The Web Celeb will be elected on Thursday, October 6th 2022, in UGC Mechelen), along with the SafeShops Awards.

2. REQUIREMENTS

- You are Dutch and/or French speaking
- E-commerce is in your blood
- You are a webshop owner, you are active behind the scenes of a webshop (for example as an ecommerce manager, CIO, CDO...) or you are an active online entrepreneur selling on marketplaces, platforms,...
- You have the Belgian nationality
- You are active on the Belgian market or you have an activity with an impact in Belgium / on the Belgian market
- You are present for the Web Celeb debate on the 24th of June and on the Award ceremony on Thursday, October 6th, 2022.
- You are willing to commit to the sector
- You possess a generous dose of charisma and have a beautiful or promising e-commerce pathway.

3. DEADLINES

- April 7nd - Call for candidates: hand in your candidacy
- May 9th - Applications closed
- May 18th - Candidacies are reviewed into 20 shortlisted candidates
- May 30st - The Jury reviews all 20 candidates and nominates 3 finalists
- June 24rd - Summer happening together with Comeos: consumer insights day
 - Public announcement of and debate with the 3 nominees.
 - Start campaign and voting
- June - October: 3 months of campaigning to gain votes

- October 6th: final debate during the SafeShops Awards ceremony, closing votes and announcement of the winner of the Web Celeb Trophy

4. PROCEDURE

- The jury will receive a shortlist of 20 entries, which have been reviewed by SafeShops.be.
- These 20 cases will be judged on the following points:
 - 1. What experience have you accumulated in the field of e-commerce. <-- focussing on your own career*
 - 2. What do you see as your achievement with the greatest impact on the e-commerce industry in recent years? *
 - 3. In what way do you share your expertise with the entrepreneurs in Belgium? *
 - 4. How do you personally see the future of e-commerce and online shopping? *
 - 5. What do you think are the 3 most important facets that make an e-commerce project a success? *
 - 6. How can we give e-commerce in Belgium another boost?
- After this grading the jury will meet one last time to discuss the 20 cases and will come to a final shortlist of 3 nominees.
- These 3 finalists will be announced during the Consumer Insights Day on June 24th, 2022.
- The Web Celeb will be announced during The SafeShops Awards Gala event on October 6th.

5. THE JURY

The jury is composed of representatives from various stakeholder groups within e-commerce.

Independent e-commerce expert:

- Else Deneys, HoGent
- Cis Scherpereel, MexUnited

Postal sector:

- Michel Defloor, VP Marketing @ bpost
- Addy Rijkens, Head Marketing @ PostNL België

Payment sector:

- Philippe De Vydt, Head of Sales @ MultiSafepay

Travel / ABTO:

- Pierre Fivet, spokesman @ ABTO

Webdevelopment:

- Patrick Marck, CEO @ Feweb (*Jury President*)

Media sector:

- Burt Riské @ Roularta Media Group

Data:

- Sylvie Vandevelde @ itmse

Marketplaces:

- Ilse Michiels, Marketing Manager @ bol.com

6. WHAT'S IN IT FOR ME?

- Web Celeb' trofee: A beautiful Web Celeb trophy, in genuine Oscar style
- Eternal fame: And for one year, you will be the face of e-commerce in Belgium and represent the sector along with SafeShops.be.