

First UK Awards for Online Influence launched

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On 22 November 2019, the UK's first awards for Online Influence will take place and celebrate the best social media creators and commentators from news to business, tech to fashion and beyond. Building on the success of the Vuelio Blog Awards, the Online Influence Awards will recognise the transformed role of content creators with the event expected to reach a social media audience of more than 30 million.

The Online Influence Awards are unique in that they shortlist nominations using an influencer ranking methodology that includes factors such as content relevancy, publishing frequency, engagement and audience interactivity. For the first time, this year's event will also include categories for the best agencies, brands and campaigns in influencer marketing.

A panel of judges will select their winners based on criteria including ethics, creativity and impact. The winners will be announced at an exclusive evening of celebration attended by 300 of the UK's top influencers and collaborators on Friday 22 November at The Bloomsbury Ballroom, London.

Joanna Arnold, CEO of Vuelio said: "I'm delighted to announce the launch of the Online Influence Awards, which are the first to recognise the creativity, insight and impact of podcasters, bloggers, Instagrammers and online campaigners. From fashion bloggers to political podcasts, our awards programme will celebrate the very best while becoming a mark of quality for a fast-expanding industry."

For award nominations, sponsorship and ticket sales, visit the Online Influence Awards (<https://www.vuelio.com/uk/online-influence-awards/?clid=PRW>).

For more information

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