



automechanika

BIRMINGHAM

3-5 June 2025
NEC, Birmingham

Submission Guide

IN ASSOCIATION WITH



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A Bit About AMB30u30

Automechanika Birmingham is proud to introduce a brand-new feature dedicated to recognising and celebrating the exceptional young talent within the automotive sector.

While discussions around the industry's skills shortage are ongoing, it is equally important to shine a spotlight on the incredible expertise and dedication that already exist. That's why we are launching 'AMB Thirty Under 30'—a platform designed to honour the rising stars who are shaping the future of our industry.

Join us in celebrating the best of the best. AMB Thirty Under 30 recognises outstanding achievements and showcases the talent driving the sector forward.



SUBMISSION FORM:

<https://automechanika-birmingham.uk.messefrankfurt.com/birmingham/en/forms/Thirty-Under-30-Registration-Form.html>

Who should enter AMB30u30

The scheme is open to any individual who works in the automotive industry, and aged 30 or younger. Your date of birth must be dated 3rd June 1994 or younger.

If you work at the below business you are eligible to enter:

Accident Management Company

Detailing & Car Care

Tyre Fitter

Franchised Dealership

Independent Bodyshop

Large Bodyshop Group

Independent Garage

MOT Centre

MSO Bodyshop/Group (3+ sites)

Multi-branch Autocentre

Key Dates:

Entry Deadline: Friday 25th April 2025

Awards Ceremony at Automechanika Birmingham: 3rd June 2025

How to write your submission

Why are you nominating yourself or your colleague? (150 - 200 words)

We suggest the answer focuses on the following areas:

- Achievements in the nominee's current role.
- How the nominee contributes to bringing value to their work
- What makes them stand out as a potential 30underThirty?
- Tell us a bit about yourself and how you got to where you are now.

Challenges and how you/they overcame them? (150 - 200 words)

To answer the question we suggest answering the following:

- The challenge the nominee is highlighting and why they are passionate about solving it.
- How they are currently tackling this challenge and any successes they have achieved.
- Any significant challenges they have faced at work, how they overcame them, and the key lessons learned.

Achievements so far within the industry? (150 - 200 words)

Name three skills or strengths with the achievements as evidence.

In five years where will the nominee be? (150 - 200 words)

We suggest the answer focuses on the following areas:

- What are the nominee's plans over the next 12 months?
- What is a significant career goal they are striving for within the next five years?

Supporting evidence

We suggest the nominee asked for testimonials from their colleagues or clients. We are looking forward what impact you have brought to the sector and the business you work in.

What the judges are looking for:

What qualities do you believe it take to be a AMB30 winner?

- Passion for the industry
- Proven track record
- Career aspirations
- Forward thinking
- Adaptability
- Shaping the industry
- Resilient
- Courageous

What should applicants include in their entry?

- A clear outline of your long-term goals and aspirations.
- Your thoughts on the future of the automotive industry and the changes you would implement if you were in charge.
- Evidence of your achievements, including testimonials from colleagues, or case studies that highlight your impact
- An example of a time when you went above and beyond your role to demonstrate your enthusiasm for the automotive industry.
- What makes you stand out from the rest?



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If you have any other questions regarding submissions that these guidelines don't answer then please contact:

agatha.pounds@uk.messefrankfurt.com

or call **01483 663842**

We hope to see your entry and good luck!
The Automechanika Birmingham Team

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