

Frequently Asked Questions

If you can't find the answer to the question you have, or there's something you're still unsure about, do get in touch with us to ask us directly at wacl_fla@nabs.org.uk

What happens if my boss won't support the application?

In this instance you could apply for 100% funding or take the option to self-fund the remaining 25%. A reference is still required for both funding options but that can be from someone else within a senior position at your company or a previous employer.

What if I'm thinking of leaving?

You could speak to your future employer about supporting your application and securing funding commitment, or you could apply for 100% funding, or take the option to self-fund the remaining 25%.

What if I'm on maternity leave?

Apply now! Contact your current employer about how they can support your application.

What if I live in outside of London?

We welcome applications from all over the UK, we provide interviews via video (Skype, Zoom, Hangouts, etc.) for those who not based in London.

I live outside the UK, am I eligible to apply?

To be eligible, the UK must be your primary residence and you must have spent the majority of your career working within the UK Media, Marketing and Communications industry.

Is my sector eligible?

We welcome applications from all industry sectors so long as your role is within media, marketing or communications. E.g. you would be eligible if you worked at a bank as Marketing Manager or worked on their paid search strategy but not if you worked in a bank within their HR function.

I have been working in the industry for 6 months, can I apply?

We welcome applications from people who have 3 years of experience. If you feel you are not quite at this point but are interested to apply, start the conversation with your company about getting you ready for next year's FLA

I missed the deadline; can I still apply?

Unfortunately, we cannot accept any applications past the entry deadline, we would however encourage you to apply next year. Start now!

The course total is over £3k, can I apply?

Yes, WACL will fund 75% of course costs up to the value of £3000. Any costs over this require commitment from your employer for funding or yourself.

Do you cover all of the VAT?

No, your employer or you (if self-funding) are responsible for the entirety of the VAT costs for the course total. (The exception for this would be 100% funding up to the total including course costs and VAT of £3000.)

Do you have any age limits?

We have no age limits upper or lower! The only requirement is that you've worked in the industry for a minimum of three years.

Can I enter as someone who runs their own business?

Yes, you can if your business is rooted in Media, Marketing and Communications.

I am a student, am I eligible?

Unfortunately, we cannot accept student applications, but when you have gained industry experience, we would love to see you apply in the future.

I'm already enrolled on a course; can I apply and use the funding towards the costs?

Unfortunately, we cannot commit funding towards a course you are already undertaking.

What is included in the Media, Marketing and Communications Industry – I'm not sure whether I'm in it or not?

We are interested to hear from you if you are involved in any forms of communications, whether you are in an ad agency, media company, digital or design agency or within a brand. You may be from a charity or from another sector but involved in this area and we are open to supporting leaders in all communications roles.

Does the course have to be media/marketing related?

The course I am interested in will benefit my outside interests e.g. yoga instructor. Is this ok? – We request that courses are clearly able to benefit you in a professional capacity within the industry as a future leader.

How many people apply?

Each year we are excited to hear from more and more women, last year we had 260 applicants and 39 winners.

Who is on the judging panel?

The panel is made up of WACL member volunteers. You can expect to meet 4-6 friendly faces who are there to champion you, not catch you out. Sometimes you may not win the award, but we connect you to someone that we think can help you.

What are you REALLY looking for?

Diversity and authenticity. We don't want cookie cutter future leaders.

We are looking for clear sightedness about who you are and what you are wanting to achieve with your leadership position for the benefit of yourself and others ...and a story that makes sense of your blocks and how the course you've chosen is going to help you move forward.