



Eventiada IPRA GWA Entry Form

This entry form is provided for information only. Please note that entries are accepted via our website:
www.eventiada.com.

The entry consists of filling out the summary, as well as presenting your written entry and supporting materials, described below in part 1 (Summary), part 2 (Written entry) and part 3 (Supporting documents)

PART 1: SUMMARY (please fill in the summary below)

Please, select your Eventiada IPRA GWA Category:		
Is this in-house or agency submission?		
In-house	Agency	
Submitted by (your organization's name):		
If you are an agency, name of your client's organization¹:		
Your first name:		
Your last name:		
Your job title:		
Your e-mail:		
Your contact telephone number:		
The website of your organization:		
Your country:		
The address of your organization:		
1. Entry title (up to 50 characters):		
2. Campaign Duration:		
Starting date	Ending date:	Ongoing campaign: Yes/No
3. Overview (up to 60 words):		
▪ Briefly describe the campaign		
4. Campaign objectives (up to 200 words):		

¹ Только для тех, кто во втором блоке выбрал «Agency»



<ul style="list-style-type: none">▪ Key objectives▪ Key challenges▪ Campaign geography
5. Campaign strategy (up to 300 words):
<ul style="list-style-type: none">▪ Approach for the campaign execution▪ Communications objectives and tactics planned▪ Target audience of the campaign▪ Messages planned for target audiences
6. Campaign execution (up to 400 words):
<ul style="list-style-type: none">▪ Campaign timeline▪ Key instruments▪ Key activities
7. Campaign results (up to 200 words):
<ul style="list-style-type: none">▪ Campaign qualitative and quantitative results
8. Supporting UN Sustainable Development Goals (up to 200 words):
<ul style="list-style-type: none">▪ Which of the UN’s 17 Sustainable Development Goals you have supported in your campaign?▪ How exactly you supported it?

PART 2: WRITTEN ENTRY

Your written entry must include full campaign description in more details than mentioned in summary above. You can either:

- a) Submit a PDF of a traditional written documents with illustrations, limited to 1000 words, no smaller than size 10 font, up to 4 pages of A4
- b) Provide PDF of PowerPoint or similar presentation format, up to 10 slides

In addition, if you feel the necessity, you may attach a video supporting your campaign written entry, that demonstrates your project in more details.

The written entry as well as the supporting video must be uploaded to a file/video hosting or cloud drive (Google drive, Yandex disk, etc.) and links should be presented to the organizers.

PART 3: SUPPORTING MATERIALS

Please upload the following supporting materials:

- 1. Your organization’s logo
- 2. If an entry submitted by an agency, you can also include the agency’s logo
- 3. 2 promotional images of your entry.

The winners will be presented during gala-ceremony by these promo images and their logos.

Any questions? Contact us by email: entries@eventiada.com