



MILAN (ITALY) - 27-30 NOVEMBER 2019

Tips & Tools

Mandatory Material

List of Fields to Complete on Event Entry Form

TIPS & TOOLS

In order to enter your event at best and make the evaluation process easier, it will be enough to follow a few simple rules:

- Before submitting your event(s), download and read carefully the Call for Entries.
- When completing the event form, keep in mind that a clear presentation of the event is a plus during the evaluation process. Keep the text clean and avoid BLOCK LETTERS if not necessary. Special characters (e.g. Ö, ê, ü, \$, >, £, &, < etc.) are discouraged (especially in the event title and in the company names) as they may cause problems.
- In the event form, complete all fields marked with an asterisk (*) as they are mandatory. Pay attention to the maximum amount of characters allowed in each field (exceeding text will not be saved). You will not be able to proceed to the next step until all mandatory fields are properly filled.
- Double-check the spelling of the event title, Organising Company name, Client Company name and event description, as they will be published as they are.
- The online platform will not upload files bigger than the required size. Please check the size of your materials (logos, pictures and videos) before the upload.
- We recommend your preparing the texts on a Word sheet and then proceed by copying and pasting the content in the dedicated blank fields. We also recommend you to save your work as draft at the end of each step while completing the event form.
- When producing the video, consider that it will be the most important tool to make a good impression on the Jury. Videos cannot last more than specified (long version: 3 minutes; short version: 30 seconds). If the videos submitted are respectively longer than 3 minutes and 30 seconds, they will be automatically cut by the Organiser at the minute 3'00'' and at the minute 0'30''.
- Once uploaded and submitted, videos cannot be changed anymore. No other videos will be accepted.
- If your event is shortlisted, during the live presentations in Milan you will be able to provide further material highlighting the success of the event such as press reviews, publications, gadgets created for the event and market data that can be useful for the Jury evaluation (no additional videos nor PPTs or other documents to show on screens will be accepted).

MANDATORY MATERIAL

- On-line form duly completed.
- Long video (3 minutes max.): video showcasing the event, MP4 - L1920px H1080px (100MB max.). It is recommended that the long version video features a voice over in English explaining all topics described in the event form in a consistent way. As an alternative, we recommend to use captions in English. The music used for the video must not be protected by copyright. Videos that do not comply with this regulation will be automatically excluded from the competition.
- Short video (30 seconds max.): video showcasing the event with no voice over and no subtitles (for the Awards Ceremony and for the People's Choice Award), MP4 - L1920px H1080px (100MB max.). This video will be requested only after the shortlist is published, and only for shortlisted events. The music used for the video must not be protected by copyright.
- Logo of the organising company (**PNG, no background**, high resolution 300 dpi, 1024x1024px min.).
- Logo of the corporate client (**PNG, no background**, high resolution 300 dpi, 1024x1024px min.).
- 5 pictures of the event (JPG, high resolution 300 dpi, 1024x768px min.).
- 3 additional pictures of the event (if entered in a Feature Category), highlighting the feature (JPG, high resolution 300 dpi, 1024x768px min.).

LIST OF FIELDS TO COMPLETE ON THE EVENT ENTRY FORM

* Fields marked by an asterisk are compulsory.

1. **Name of event*:**
(As you would like it to appear on your trophy/plaque)
2. **Brief description*:**
Describe the type of event and deliver some basic info (what, why, who, where, when).
(max 200 characters spaces included)
3. **Organising company*:**
(As you would like it to appear on your trophy/plaque)
4. **Country of origin of the organising company***
5. **Client Company*:**
(As you would like it to appear on your trophy/plaque)
6. **Email of client Company representative*:**
7. **Dates of implementation*:**
(Eligibility dates: 1 August 2018 - 31 July 2019):
8. **Target audience***
(To whom the event is addressed):
9. **Location*:**
10. **Budget*:**
11. **Event Category/Feature Category*:**
12. **Additional Event Category(ies)/Feature Category(ies):**
13. **Macro Category:**
This field appears only if you have previously purchased at least one Macro Category.

14. Objective of the event*:

Describe your key objectives: 1. What was the planned business impact of the event for the company or for the mission of a non-profit organisation? 2. What did you want participants to DO after the event, in order to reach your objectives? 3. What did participants have to learn (about the brand, product, people, etc.) to show the desired behaviour? (max 1000 characters spaces included)

15. Creativity & Innovation*:

Describe the creative idea (event design) and technological innovation employed to reach your objectives. (max 1000 characters spaces included)

16. Execution*:

Describe the participants' journey, the flow of your event, including information about direction, set design, audio/video/lighting production. (max 1000 characters spaces included)

17. Effectiveness*:

Provide data that proves the achievement of the stated objectives, such as target audience results, survey results, business impact results, event costs and ROI (profit of event compared to cost). (max 1000 characters spaces included)

18. Channel strategy*:

Explain your communication objectives and describe your communication channel strategy: who did you target, which omni-channel strategy including EDM, social media etc., did you use and what was its impact according to your objectives? (max 1000 characters spaces included)

19. Feature description*:

This field will appear only if you have selected a Feature Category:

Describe the peculiarities of your project from the perspective of this feature category. (max 1000 characters spaces included)

20. Creativity

Creative director (First Name, Last Name, Company)*:

Email of creative director*

Director (First Name, Last Name, Company):

Copywriter (First Name, Last Name, Company):

Designer (First Name, Last Name, Company):

Accounting

Client Director (First Name, Last Name, Company):

Email of Client Director:

Project Manager (First Name, Last Name, Company):

Email of Project Manager:

Development and production

Producer (First Name, Last Name and company):

Technical director (First Name, Last Name and company):

Organising officer (First Name, Last Name and company):

Logistics (First Name, Last Name and company):

Technical suppliers

Stage setup (First Name, Last Name, Company):

Set production (First Name, Last Name, Company):

Audio (First Name, Last Name, Company):

Lights (First Name, Last Name, Company):

Video (First Name, Last Name, Company):

Special effects (First Name, Last Name, Company):

CONTACTS

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