



**CEA** The Corporate  
Engagement  
Awards 2016

**Entry template**

## Entry Form

Name: Joe Bloggs

Job title: Account manager

Email: Joe.Bloggs@CorporateEngagementAwards.com

Entering company: Communicate magazine

Companies involved in partnership: Communicate and charity

Name of project: Award winning project

Phone number: +44 20 1234 4321

Invoice address:  
Communicate magazine,  
123 London Street,  
London,  
SW4 6DH  
UK

Categories Entered:

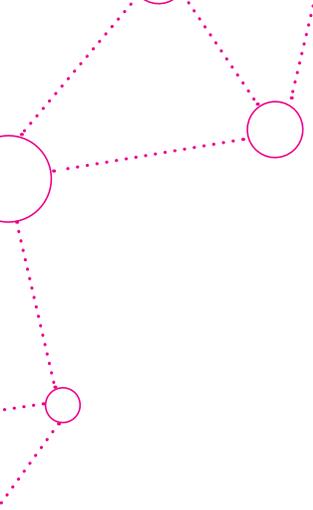
- Best environmental or sustainable programme
- Best internal communications

The most successful entries have a clear narrative in their entry statement. Your entry should clearly tell your story with details of why the work was carried out, how the strategy was developed then implemented and how the results fit the initial objectives.

There are no boundaries on the design, branding or format of the entry. The submission can be formatted portrait or landscape. Feel free to include the Corporate Engagement Awards branding. Judges often prefer entries that don't have too much text on one page as it makes them easier to read.

Please note, the names provided on your submission will be used on all event collateral – the shortlist, winners book, trophies etc. Please check spelling, capitalisation and any punctuation is all correct.

You can submit the same entry statement into more than one category by listing them here. We advise you tailor each entry to the specific category.



## How to enter

To enter the Corporate Engagement Awards please prepare a single PDF document including your entry summary and statement of up to 1000 words combined. Written supporting materials do not contribute towards the word count. Please ensure your file is no larger than 10MB

### Entry description

Provide a short summary of 300 words or less that includes the following:

- Entry synopsis – a short summary of the project or campaign
- Category entered and why the work fits into that category
- Industry context - what sector, industry or issues impact the project's success or the companies' positions within the market?"

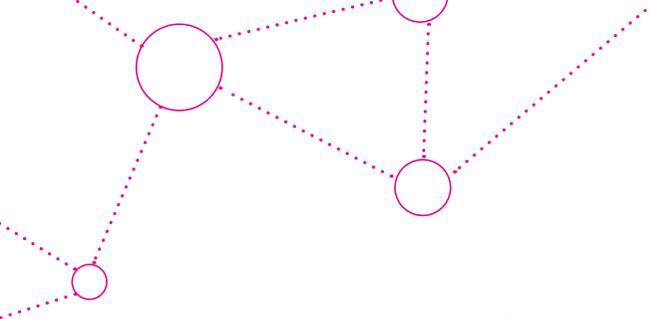
### Entry statement

Provide an entry statement explaining your work in no more than 700 words; bullet points are fine. We advise that your statement tells the narrative of your work thoroughly, outlining the initial objectives, the strategy implemented and the results.

The best entries clearly relate the results back to the initial objectives and make the entry specific to the category being entered.

### Establishing the partnership

- How was the relationship initiated?
- Why were the companies working together a good fit?
- What were the potential benefits of the relationship?
- How did the partnership reflect the business strategies of both/all parties?



## Objective

- What were the objectives for both/all parties involved?
- What benefits could the companies offer each other?
- What was the expected result of the partnership?

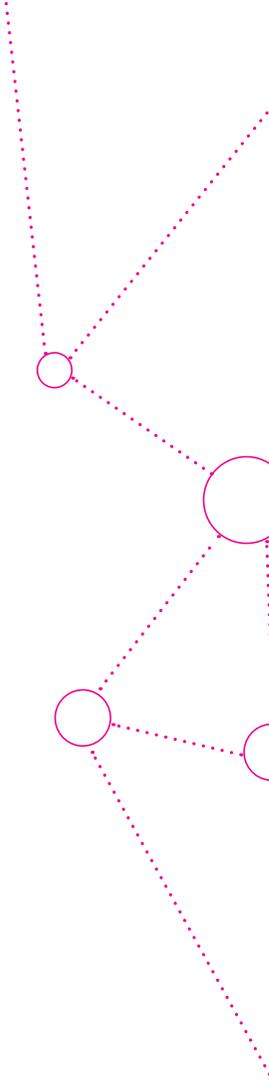
## Implementation

- How did you execute the strategy for both/either the target audience and internal audiences?
- Did you encounter any unexpected problems?

## Development

- How did you develop the relationship or project?
- Who were the target audiences? Outline the approach you took to create a strategy that met the objectives for all parties.

## Results

- How did the outcome of the relationship meet the expectations?
  - What were the benefits to the companies involved?
  - Has it prompted further projects?
- 

## Supporting materials

Supporting materials can be included to help judges evaluate your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. Supporting materials must be included in the same file as your entry statement.

Examples of supporting materials include:

- Images illustrating the project or campaign
- Reviews
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please include a link in your entry rather than the video file)
- Testimonials
- Client feedback (if relevant)

Please include any necessary log in details needed to access links and ensure that any URLs included in your entries do not have an expiry dates.

Please note that the organisers cannot be held liable for changes to entrants' site architecture or changes that may take place between submission and judging.

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[www.corporateengagementawards.com](http://www.corporateengagementawards.com)