

## **IPRN Ellis Kopel PROJECT OF THE YEAR 2016**

The main objectives of the IPRN Project of the Year are to share knowledge and best practices with professionals from the member agencies of IPRN from all countries, to show IPRN members' competence and expertise and to get recognition from clients for their agencies PR practices and projects.

The IPRN Project of the Year was approved at the AGM in Frankfurt in 1998. In Bordeaux 2016 we celebrate the 18<sup>th</sup> edition. The name Ellis Kopel is in the memory of one of the IPRN founders and also the 1<sup>st</sup> IPRN CEO / Administrator.

The rules are easy and rigorous to promote participation. They are revised and approved every year by the IPRN POTY Committee. Changes are discussed and approved through the year by the Committee, chaired by Luis González Canomanuel, and confirmed at the AGM.

IPRN members attending the Annual Conference can enter the Project of the Year to win the Ellis Kopel trophy. The 15 finalist projects have to do a presentation during the IPRN Annual AGM / Conference. The presentations are done in 3 sessions of 5 projects each, during 1 or 2 days.

The Project information required to participate is the following:

- **Title and Category**
- **Five line Resume**
- **Summary (maximum of two pages)** with the information as detailed in point 3 below.

Four categories are established:

- 1. Consumer Products / Business-to-Consumer (CP/B2C)**
- 2. Business-to-Business (B2B)**
- 3. Corporate / Corporate Social Responsibility (C/CSR)**
- 4. International Projects (I)**

All attending members vote, one vote per agency, to select the **2016 Project of the Year winner and the 4 category winners**. The overall project winner is also the winner of its category. To qualify for a category award, there must be at least three entries in that category and in the case of International Projects, at least three members from three different countries.

## 1. Objectives

- 1.1 Encourage the exchange of experiences in the network and between members.
- 1.2 Increase the knowledge, expertise and competence of members.
- 1.3 Create more PR around IPRN.
- 1.4 Show IPRN talent and experience to other members, prospects and the visitors of our website.

## 2. Rules

- 2.1 All members of the network are invited to participate with projects developed throughout the year prior to the AGM. **Participation from agencies is limited to two projects, in two different categories.**
- 2.2 Best Practices of Agencies are not considered as Projects. (Best Practices developed by agencies can be presented in another format through agreement with the Conference / AGM organizer).
- 2.3 Agencies must confirm participation to the Chairman of the Committee and the organizer of the Conference / AGM as soon as possible – **deadline 1<sup>st</sup> April, by submitting the project title, category and a five line resume.**
- 2.4 Projects selected as finalists (a maximum of 15) will conduct a personal presentation of their project at the IPRN Annual Conference.
- 2.5 The time allocated for each **presentation is 20 minutes**, including all images, videos, testimonials, etc. After each presentation there will be approximately **ten minutes for discussion and Q&A.**
- 2.6 **One vote per agency present** at the AGM will be collected at the end of all the presentations.
- 2.7 Proxy votes, votes of agencies not present at the Conference, or not present during all presentations, are not allowed.
- 2.8 Participating agencies cannot vote for their own projects.
- 2.9 The maximum number of projects that will be accepted for the final presentations is 15. Considering that all participating projects are of high quality, the selection of the 15 will be based on the date of application and the subsequent dead line - 1<sup>st</sup> April 2016 - to submit the information included in point 3 below. The Committee members, with the option of consulting another 3 senior IPRN members, all from agencies not competing, will participate in a selection of the 15 finalists, if required.
- 2.10 The presentations to be done at the conference must be sent at least a week before the AGM to the Conference / AGM organizer, to ensure that all are included and tested to avoid delays and other possible technical problems.

## 3. Information required for the presentation of a project.

To select the project or projects that will be presented at the IPRN Conference, the following information is required beforehand:

- 3.1 **Title and category:** B2B, B2C/CP, C/CSR and I.
- 3.2 Five line **resume** about the project and concept, for information to members and use by IPRN.
- 3.3 **Summary** or script with a maximum of two pages -250 words- or five to ten slides (a resume of your presentation, as in point 4 below) for information about the project to brief the Committee and members and for IPRN use.
- 3.4 For International Projects, countries and the name of agencies participating, **minimum 3.**

#### 4. Information to give in the presentation of your Project at the Conference.

The following information must be included in your Project of the Year presentation at the Conference that should last a maximum of 20 minutes, including all audio / video and testimonials:

- 4.1. Title
- 4.2. Premise / Scenario
- 4.3. Concept / Resume (as in point 3.2)
- 4.4. Objectives / Needs of the Client
- 4.5. Strategy
- 4.6. Challenges
- 4.7. Key message
- 4.8. Activities implemented / Timing of agency spent in the project
- 4.9. Budget; total and agency fees in € (if in another currency, please change to €)
- 4.10. Social / Cultural impact
- 4.11. Results / PR generated
- 4.12. Evaluation

Information for IPRN internal objectives (please answer at the end of your presentation).

- Can the project be adapted to other countries?
- Can the project be offered to other clients by members of IPRN?
- Could the project be adopted by IPRN as an international network project?

#### 5. Evaluation and votes

The projects presented will be judged by all attending members according to their **impact, success, creativity, media results, effectiveness and the quality of the presentation at the Conference**. The **evaluation of the client and audiences, the PR generated as well as the total cost versus the effectiveness** are important aspects for judging by members.

- 5.1. At the end of all the presentations –normally the third day of the Conference 2016- a form will be handed out to all the agency members present. Every voting member will have the opportunity to **grant a total of 10 points between a minimum of 1 and a maximum of 3 projects**.
- 5.2. Should the points between two or more projects be equal, a second round of votes with the two or three finalists will be undertaken by the IPRN POTY committee members and so on until there is a winner. The same applies to category winners.
- 5.3. The winners will be announced during the gala dinner of the Conference by the IPRN 2016 Chairman, the Chairman of the Committee and the sponsor, in the case the case there is one, and / or any local personality chosen by the chairman.

## **6. Prizes and Public Relations**

- 6.1. IPRN's Chairman and other personalities attending the gala dinner of the IPRN Conference will present The "IPRN Ellis Kopel Project of The Year" Trophy and Diplomas to the winning agencies together with duplicates for their clients.
- 6.2. The overall winner and the three additional categories (the overall winner is also a category winner) receive 2 winning Diplomas as do the 15 finalists that have done their presentation.
- 6.3. The winner agency will participate with the Conference / AGM organizer and the Media Relations Committee to produce a press release with photo, video, etc., as a means to create the maximum PR for its own benefit and that of IPRN and this will be sent to all members for their use. Additionally it will be uploaded to the IPRN website.

## **IPRN Project of the Year winners' Bursaries**

### **1. Objectives**

- 1.1. To reward the best and winning entries in the IPRN Project of the Year competition held at each Conference.
- 1.2. To encourage more entries of a high standard to enter the competition.
- 1.3. To provide the financial means, in whole or in part, for knowledge transfer to selected younger members of the winning agencies to advance their PR experience in their home countries or in other countries.

### **2. Rules.**

- 2.1. The awards will be made from the IPRN to those agencies winning the Project of the Year categories as follows:
  - a) Best campaign of the year and winner of its category; 1.400€.
  - b) Three winners of the other categories (B2C/CP, B2B, C/CSR and I); 700€ each.
- 2.2. The head of the winning agency and the selected recipients of the bursary must provide an educational proposition within the calendar year of the bursary. The proposal will be submitted for approval to the members of the POTY and Administration Committees. Once approved the bursaries will be sent to the winning agencies.
- 2.3. A condition of the bursary is that recipients must produce a report on their experience within a month of the completion of their engagement. This should be sent to all IPRN members and will be used for the IPRN Website, Newsletter and Social Comms.
- 2.4. The bursaries can be used for any educational and PR purpose including attending conferences and seminars, attendance at the IPRN Conference, training courses or travel for interagency visits.

**Project of the Year Committee 2016: Luis G. Canomanuel (Chairman), Susanne Senft, Ales Langr, Maggi Fox and Chantal Carrere-Cuny.**