**Marketing and Communications Award 2024 Entry Form**

Please return completed entry forms by email to: [awards@cdn.ac.uk](mailto:awards@cdn.ac.uk)

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| **College** |  | |
| **Lead Contact** |  | |
| **Email Address** |  | |
| **Telephone** |  | |
| **Title of Submission** |  | |
| **Activity**  *Please confirm that this entry relates to activity which took place in academic year 2023-24.* | | Yes/No *(delete as appropriate)* |
| **Approval**  *Please confirm that this submission has the approval of the Principal.* | | Yes/No *(delete as appropriate)* |
| **Showcase**  *We like to share college best practice on CDN’s marketing channels, including website, social media and publications.*  ***Please check this box if you are* NOT *happy for this submission to be shared on CDN’s marketing channels. ☐*** | | |
| *We would like to contact you about additional opportunities to showcase and share your submission e.g. future face-to-face/online events; creation of case studies.*  ***Please check this box if you are* NOT *happy for CDN to contact you ☐*** | | |

**Award Criteria**

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| This award recognises outstanding college marketing and/or communications activity. It will highlight a specific campaign which has enhanced the reputation and success of the college. Successful submissions will demonstrate how clear strategic planning, including effective market research, delivered compelling results.  **Entries should evidence:**   * Campaign objectives and how they were identified * Detailed description of tactics used and why they were chosen * Budget setting and control, with a summary of planned and actual costs, including any other resources used (including any input from an external agency) * Outputs and outcomes achieved, with an explanation of how activity and results were monitored, measured and evaluated * What is unique about this piece of work and why |

Using the box below please summarise your submission (**in no more than 200 words)**

**NB.** If your submission is shortlisted, the Executive Summary below will be included in the College Awards 2024 Shortlist Summary booklet (view the 2023 booklet [CDN College Awards 2023 – Interactive Guide (adobe.com)](https://indd.adobe.com/view/d7a26fae-bd43-4974-888b-b9fe5f7042b5)

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| **Word Count**  *(maximum 200 words)* | **Executive Summary** |
| ***Supporting images are welcome and may be used to promote shortlisted submissions.*** | |

Explain to the judges (**in no more than 1,000 words**) why your submission should win this award**. NB.** Your explanation will align to and reflect the substance of the award criteria.

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| **Word Count**  *(maximum 1,000 words)* |  |
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