

# Best Publicity Campaign Application Form

* All application forms must be typed. Handwritten applications will not be accepted.
* Three printed copies of this application must be provided to the adjudicating panel by the deadline.
* A copy of this application form must be uploaded to your online application portal.
* Text boxes will extend as you type and where word limits exist it is clearly stated. Adjudicators have a lot of material to read so concision in answers is appreciated. Remember adjudicators awards marks for facts above all else so make use of bullet points, etc. when appropriate.
* Please read through the nomination form in its entirety before filling it in order to avoid repetition of material.

# Marking Scheme

* Each application is marked by three separate. The marks listed throughout refer to the marks each individual adjudicator awards.
* The Best Publicity Campaign application consists of a total of 100 marks. This is divided as follows:
  + **Application form**: consists of one section (*nomination*) with multiple questions worth 90 marks.
  + **Discretionary marks** for overall impression worth 10 marks.
* You should provide a portfolio of supporting documents that support the information in your application form. This should be a visual accompaniment to your application.

**GOOD LUCK!**

**Background Information**

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| **Name of Publicity Campaign** |
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| **Name of Society** |
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| **College** |
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| **Name of person submitting** |
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| **Phone Number** |
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| **Email Address** |
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| **Number of members** |
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| **Please detail the society’s aims and objectives.** |
| *Tips: These should be the aims and objectives as outlined in the society’s constitution.* |
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| **Please provide a brief summary of the Publicity Campaign. It is important to include a timeline of the campaign.** |
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| **Please detail any involvement from outside parties in any stage of the publicity campaign. (i.e outside graphic designers, web designers, etc)** |
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| **Please detail the finances (if any involved in the publicity campaign)** |
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**PLEASE PROCEED TO SECTION 1**

**Section 1: Nomination**

*Total marks: 90*

*Please read each question carefully and answer what is asked. Where appropriate use of bullet points, and delivery of key information is encouraged. Remember adjudicators have lots to read so brevity, while giving complete answers, is appreciated.*

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| **1.1 Please outline all aspects (both digital and non-digital) of the publicity campaign.** (40 *Marks*) |
| *Tips: It’s important in this section to outline all facets of the campaign. It is also important to state why the campaign was relevant to the society and the fulfillment of its aims and objectives.* |
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| **1.2 How was the publicity campaign organised?** (*10 Marks*) |
| *Tips: It’s important in this section to outline who was involved in the campaign and what duties they undertook.* |
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| **1.3 Please outline the variety and innovation of the publicity campaign.** (*20 Marks)* |
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| **1.4 Please show how the campaign was successful and the impact this had on the society and its members.** (*20 Marks*) |
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**Please Note:**

* The adjudicators will also award 10 discretionary marks for overall impression.