



# EVENTIADA IPRA GOLDEN WORLD AWARDS



- The call for entries is now open and the closing deadline is **September 30**.
- We accept applications in English for works conducted between September 1, 2018 and September 1, 2019 in Eastern Europe, Central Asia, CIS and Russia, as well as international and multi-market campaigns at <https://eventiada.com/>.
- Winners of Eventiada IPRA Golden World Awards will be announced at the Award Ceremony in **November 2019**.



## ABOUT THE CONTEST



### HONORING THE BEST IN COMMUNICATIONS

Eventiada IPRA Golden World Awards is the largest communications award in Eastern Europe and the regional partner of IPRA Golden World Awards (GWA). In 2018 participants from Azerbaijan, Armenia, Belarus, Croatia, Estonia, Hungary, Kazakhstan, Latvia, Poland, Russia, Serbia and Tajikistan submitted their works.

IPRA Golden World Awards (GWA) was established in 1990 by the International Public Relations Association (IPRA), one of the oldest industry associations, that has been setting up standards for public relations since 1955. The award recognizes excellence in communications worldwide.



## IPRA GWA GLOBAL JURY



Eventiada IPRA Golden World Awards accepts applications either in English or Russian. It features international IPRA GWA jury, which includes IPRA global board members presided over by Svetlana Stavreva, President of the International Public Relations Association (IPRA).

It is a unique opportunity to present your work to international jury, which judges not only for Eventiada IPRA Golden World Awards, but also for the main global IPRA Golden World Awards. This instrument makes the award really exciting and transparent.



## NOMINATIONS



- Best project that meets international standards
- Best innovative project using new tools
- Best innovative approach in tools used
- Best launch of the year
- Best international project
- Best corporate social responsibility campaign
- Best healthy lifestyle promotion project
- Best healthy lifestyle project
- Best healthy lifestyle SMM/digital project
- Best new healthy lifestyle approach
- Best volunteer project
- Best cultural project
- Best project in the field of sports communications
- Best project in the field of corporate communications;
- Best social project
- Best public project
- Best project in the field of marketing communications
- Best Digital and SMM project
- Best event of the year
- Best integrated project
- Best advertising project
- Best social and digital media project



## PAST WINNERS



Since 2011 Eventiada IPRA Golden World Awards celebrates international campaigns implemented by global brands and leading corporations in Eastern European, Central Asian and CIS countries. Among past winners: Adidas, Amway, Bacardi, Belagroprombank, BMW Group, Coca-Cola, Croatia Insurance, Danone, Deutsche Bank, Gedeon Richter, HP, Home Credit & Finance Bank, Ikea, IMAX, Jameson, KFC, L'oreal, Lego, LG Electronics, Mastercard, Ministry of Finance of Latvia, Nest Bank, OTP Pension Fund, PayPal, Pfizer, Philips, Samsung Electronics, Sanofi, Schneider Electric, velcom and Viber.

The competition features leading local agencies as well as global networks, including BBDO, Café PR, Chapter 4 Bulgaria, DDB, Grayling, Komunikacijski laboratorij, Ketchum, FleishmanHillard, LEAD, Lead Corporate Communication, Made in PR, M2Communications, M3 Communications, Porter Novelli, PRCI.Storytellers, PROI Worldwide, Public Dialog, Real grupa, Repute, Spring PR, TBWA, Uniomedia Communications and Visibility.