



Marketing Excellence Awards 2010 Entry Form

Project title:

Date project made available to target group: Project end date if not ongoing:

Describe your target group:

Summarise your project:

**Please state the precise title of your organisation (and any sponsors and partners).
This will be put on your certificate.**

Organisation:

Contact name:

Address: Postcode:

Tel (include STD code): Fax:

E-mail:

Please answer the following questions, in order, using separate, numbered sheets of paper.

1. What were your project's promotional objectives? For example, to increase the number of users, to increase usage of a particular service, to strengthen links with local media. Try to avoid general statements such as "to raise the library profile".
2. How were these objectives met? Make sure you include details of what you did and why, and also evidence of evaluation.
3. Please provide a project budget breakdown.
4. Please give details of any printed material you have produced, e.g. how many were printed and how many were distributed and displayed.
5. Please list here any items that you have used to back up your entry.

**Please send your entry to arrive no later than 30 July 2010 to:
The PPRG Marketing Excellence Awards, c/o The Marketing Department,
CILIP, 7, Ridgmount Street, London WC1E 7AE.**

The PPRG would like to send you updates and information on this and other awards, events and matters of professional interest. If you do not wish to receive these, please tick this box . Please tick here if you would like to receive updates by email .