

Entry Template

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| Entry Title [name of individual, company or firm**]:** |

Please use this template to craft your entry for the **PLACE BRAND OF THE YEAR** category

Your entry:

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| **Section One: The Challenge/background**  In no more than 300 words, please set the context - outline the particular challenges/background addressedand the objectives behind the long term vision for your place brand strategy. Please add any information particular to the past year which provided the opportunity that has been seized or created the challenges which have been met. |
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| **Section Two: The Strategy** In no more than 500 words, please outline the thinking behind the particular project, activity or elements implemented over the past year [July 2016 to July 2017] – the Jury will be keen to see that this thinking is linked to the longer term vision for your place brand strategy. |
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| **Section Three: The Implementation**  In no more than 500 words, please describe the activities or strategic elements implemented over the past year [July 2016 to July 2017]. The Jury will be interested to hear how multiple stakeholders may have been engaged in the activity and how different elements of your strategy may have worked together on this particular project. |
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| **Section Four: The Results**  In no more than 200 words, please provide details of the results achieved by the past year’s project or activity. The Jury will be particularly keen to see how these are contributing to the longer term vision for your place brand strategy. |
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When submitting your entry, you will have the opportunity to provide up to three supporting pieces of material. These should not be a lengthier description of your entry, but rather images, or videos, or links to websites, or pdfs of documents used to communicate your strategy etc. which the judges can peruse.

When you are happy with your entry, please go to www.citynationplace.com/awards/how-to-enter to submit your entry. There are no fees for entering. All entries must be submitted before 21 September 2017 to be considered. Shortlisted entries will be announced on 12 October 2017 and the winners will be announced at the City Nation Place conference taking place in London on 9 November 2017.