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ENTERING DETAILS

Category:

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| --- |
| PLACE BRAND OF THE YEAR |

Entry title:

|  |
| --- |
| Click or tap here to enter text. |

City, nation, or place this entry relates to:

|  |
| --- |
| Click or tap here to enter text. |

Entering organisation:

|  |
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| Click or tap here to enter text. |

AWARD ENTRY

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| **Section One: The Challenge/background**  In no more than **200 words**, please set the context for your entry – outline the particular challenges/background addressed and 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 over the past year [*1st April 2021 - 31 July 2022*] |
| Click or tap here to enter text. |
| **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 [*1st April 2021 - 31 July 2022*] – the Jury will be keen to see that this thinking is linked to the longer term vision for your place brand strategy. |
| Click or tap here to enter text. |
| **Section Three: The Implementation**  In no more than **500 words**, please describe how the strategy has been implemented over the past year [*1st April 2021 - 31 July 2022*]. 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. |
| Click or tap here to enter text. |
| **Section Four: The Results**  In no more than **200 words**, please provide details of the results achieved over the past year’s project or activity [*1st April 2021 - 31 July 2022*]. The Jury will be particularly keen to see how these are contributing to the longer-term vision for your place brand strategy. |
| Click or tap here to enter text. |

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SUPPORTING EVIDENCE

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.

|  |
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| *All entries need to be submitted* [*HERE*](https://citynationplace.awardsplatform.com/) *at which point a link will be sent to you to pay for each entry.*  *Please note, entries must be submitted and paid for before 8 September 2022 to be considered. Shortlisted entries will be announced on 6 October 2022 and the winners will be announced at the virtual City Nation Place Global conference on 10 November 2022.* |