



31.07.2019

Dear colleagues,

As the president of the International Public Relations Association (IPRA) I am happy to invite you to take part in the Eventiada IPRA Golden World Awards 2019, the largest communication contest in Eastern Europe and Central Asia.

Eventiada IPRA Golden World Awards features international IPRA GWA jury, which includes IPRA Global Board Members, and I am very proud to be the president of this jury. 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.

Eventiada IPRA GWA accepts applications in English for works conducted between September 1, 2018 and September 1, 2019 in Eastern Europe, CIS and Central Asia as well as international and multi-market campaigns. The call for entries is now open and the closing deadline is **September 30, 2019**. Early bird fee is available until September 1, 2019.

IPRA Golden World Awards (GWA) is the largest global award organized since 1990 by the International Public Relations Association (IPRA) that has been improving standards for public relations practice worldwide since 1955.

Since 2011 Eventiada IPRA Golden World Awards celebrates international campaigns implemented by global brands and leading corporations in Eastern European and CIS countries. Among past winners: Adidas, Amway, Bacardi, Belagroprombank, BMW Group, Coca-Cola, Croatia Insurance, Danone, Deutsche Bank, 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, Made in PR, M2Communications, Porter Novelli, PRCI.Storytellers, PROI Worldwide, Public Dialog, Real Grupa, Repute, Spring PR, TBWA, Uniomedia Communications and Visibility. It is the largest award in Eastern Europe, Central Asia and CIS. In 2018 participants from Azerbaijan, Armenia, Belarus, Bulgaria, Croatia, Estonia, Hungary, Kazakhstan, Latvia, Poland, Russia, Serbia and Tajikistan submitted their works.

Eventiada IPRA Golden World Awards and its international IPRA GWA jury evaluate works on the basis of the following criteria: in line with international standards; innovativeness of approach; quality of research, planning and execution; quality of outcomes and evaluation. You can see nomination categories at eventiada.com/categories_and_nominations/.

Winners of Eventiada IPRA Golden World Awards will be unveiled at the Award Ceremony in November. Submissions are accepted at Eventiada IPRA GWA website eventiada.com. All Eventiada IPRA GWA winners will have an opportunity to take part in the global IPRA Golden World Awards on special terms.

As Eventiada IPRA Golden World Awards Jury President, I'm looking forward to read your insightful stories and get to know how you made them happen. I'm sure we will find great ideas, innovations and breakthroughs.

Yours faithfully,

Svetlana
Stavreva

Svetlana Stavreva,
President of the International Public Relations
Association (IPRA)
Eventiada IPRA Golden World Awards Jury President

A handwritten signature in black ink, appearing to read "A. Safronov".

Alexey Safronov,
Eventiada IPRA Golden World Awards President
Orta Communications General Director