



EUROPEAN
EXCELLENCE
AWARDS

EUROPEAN EXCELLENCE AWARDS 2019

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SPOTLIGHT ON EXCELLENCE

IN COMMUNICATIONS

» EUROPEAN EXCELLENCE AWARDS

— *Celebrating the best in PR and communications since 2007!*«

We are looking forward to what 2019 has to show us!

INVITATION

On 29 November 2019, the EUROPEAN EXCELLENCE AWARDS will gather in Lisbon to hand out trophies in a staggering 60 categories: from Internal Publication to Brand Relationship, Transport & Logistics to Crisis Communications, Social Media to Travel and Tourism. However, the Awards are more than a celebration of the rich abundance of opportunities for communications to excel. Each category adds up to a much larger picture, that of the role of communications in defining the purpose and value of their organisation.

Several instances of major research — including the 2018 Corporate Communications in an Age of Radical Uncertainty report by The Brand & Reputation Collective and European Association of Communication Directors — agree that trust in established values and institutions is at a record low. The way to win back that trust is to integrate communications into corporate decision making, to add value by challenging the status quo, to translate business goals into solid brand and communications strategy and operations and to drive company transformation.

Whichever of the 60 categories your work falls under, the EUROPEAN EXCELLENCE AWARDS are more than an acknowledgment of the attainment of your campaign goals, or even your work in securing the overall success of your organisation. Ultimately, the Awards recognise your contribution shaping the contract between organisations and society, the understanding we have of how organisations and companies work, the value of what they do, and how they benefit the world we live in. We look forward to celebrating with you in Lisbon.

Sincerely,

DAVID PHILLIPS
Editor-in-Chief
Communication Director



AWARD

The EUROPEAN EXCELLENCE AWARDS have been celebrating the achievements of communications professionals for thirteen years and are a leading player in Europe.

They reward outstanding projects within the diverse and dynamic world of communications. The EEA acknowledge the importance of European communications in a global community and share news of achievements with one another and the whole world. Turn the spotlight on your achievements!

HOST

The Awards are hosted by Communication Director, an internationally-focused magazine for corporate communications, PR and public affairs, featuring opinion pieces, case studies and reports. Its articles are written by senior-level professionals at some of Europe's largest companies and organisations, as well as prominent academics and thought leaders.

Quadriga Media Berlin is committed to the training and development of executives from communication, politics and public affairs, human resources, sales and marketing. Quadriga promotes interdisciplinary knowledge exchange, practice-oriented research and professional network building for career development based on the idea of stakeholder-oriented and communication-focused management.

CATEGORIES

Accomplishments of the Year

01	Agency of the Year (Small and Mid-Sized)
02	Agency of the Year (Large)
03	Communications Team of the Year

Industries and Institutions

04	Transport & Logistics
05	Energy
06	Technology & Consumer Electronics
07	Chemicals & Industrials
08	Telecommunications
09	Finance
10	Health & Pharma
11	Fashion & Beauty
12	Retail
13	Sports & Lifestyle
14	Entertainment & Culture
15	Science & Education
16	Travel & Tourism
17	Food & Beverage
18	Sustainability & Environment
19	Government Agencies & Parties
20	NGOs & Associations

Communications

21	Multi-Channel Communications
22	Viral Communications
23	Change Communications
24	Internal Communications
25	Crisis Communications
26	Storytelling
27	Content Marketing
28	Brand Relationship
29	Influencer Communications
30	Launch
31	Employer Branding & Recruiting
32	Corporate Social Responsibility
33	Event & Experiential Marketing
34	Public Affairs
35	Issues & Reputation Management
36	Data Driven Communications
37	Customer Journey
38	Multi-Market Communications

Corporate Media and Tools

39	(Integrated) Annual Report & CSR Report
40	Internal Publication
41	External Publication
42	Corporate Film & Video
43	Intranet
44	Corporate Website
45	Social Media
46	Mobile Communications & Apps

National and Regional Campaigns

47	United Kingdom, Ireland
48	France
49	Spain, Portugal
50	Italy, Malta
51	Germany, Switzerland, Austria
52	Belgium, The Netherlands, Luxembourg
53	Norway, Sweden, Finland, Denmark, Iceland
54	Estonia, Lithuania, Latvia
55	Poland, Ukraine, Republic of Moldova
56	Russia, Belarus
57	Hungary, Czech Republic, Slovakia, Slovenia
58	The Balkans
59	Greece, Cyprus
60	Turkey

Jury Award – not for entry

Jury Excellence Award for the Best Campaign

JURY



Edna Ayme-Yahil
Panalpina



Andrey Barannikov
*SPN
Communication*



Bobbie Bergin
Allied Irish Banks



Pascal Beucler
Semiotician



Rainer Bock
Kaspersky Lab



Robin Boon
*Van Lanshot
Kempen*



Iain Bundred
Ogilvy EMEA



Leslie Crawford
Acciona



Salvador da Cunha
*Lift Consulting /
Lift World*



Rose de la Pascua
Weber Shandwick



Kristina Ebenius
*Remedy
Communications*



Andreas
Fischer-Appelt
fischerAppelt



Kerstin Floetner
Goodyear



Pierre Goad
HSBC



Dr. Lutz Golsch
FTI Consulting



James Kelliher
*Whiteoaks
International*



Hans Koeleman
*KPN Royal Dutch
Telecom*



Maik Matischak
*National Basketball
Association (NBA)*



Cecile Missildine
Archetype



Michael Murphy
*Michael Murphy
& Ltd*



David Phillips
*Communication
Director*



Ellen Pinchuk
*Mikhailov &
Partners*



Florence Ranson
Adviser Euraffex



Catalina Rousseau
*BDR Associates
Communication
Group*



Thomas
Schultz-Jagow
*Amnesty
International*



Jan Šimunek
Grayling



Chris Talago
Oracle



Bogdan Tomoiaga
GraffitiPR



Martina Tydecks
APCO Worldwide



Núria Vilanova
Giralt
ATREVIA



Marc-Oliver Voigt
LANXESS



Inge Wallage
The Butterfly Effect



Edward Walsh
Royal Philips



Andres Wittermann
*LEWIS
Communications*



Caroline
Wunnerlich
*FleishmanHillard
Brussels*



Face our communication specialists' opinions and let them discuss your work at the jury meeting.

Our esteemed communications specialists, from both in-house and agency communication departments, have been carefully selected as Jury members to ensure a fair and balanced evaluation of applications. During an anonymous online voting the Jury decides which entries are shortlisted. In Lisbon the Jury members assess the latter before the winners are announced during the award show.

Open your projects and campaigns to expert appraisal.



Convince the Jury members with your creative and innovative projects.



Interested in becoming a member of the jury? Write us: team@excellence-awards.com

LISBON



AWARD SHOW

The winners of the EUROPEAN EXCELLENCE AWARDS 2019 will be announced during the evening gala on 29 November at Convento do Beato in Lisbon. The historical hermitage was built in the 15th century. After a fire destroyed most of this architectural sight, it was restored in 2005. It has been witness to many festivities — now it is our turn to enjoy the flair of portuguese history in all it's glory.

Celebrate the award winners and your accomplishments with your team! Enjoy some last rays of sunshine in beautiful Lisbon. The laid-back capital with its hospitable people who will make you feel at home right away. Even in November Lisbon

has a lot to offer: A Historic Tower — Torre de Belem, an antique Elevator — Elevador de Santa Justa, The Triumphal Arch — El Arco da Rua Augusta, and don't forget the view on the waterside. So, combine your EXCELLENCE AWARDS experience during the evening with a warm weekend getaway to this exciting city.

On the evening of 29 November 2019, Communication Director is honouring this year's winners and presents them with their trophies. A seated dinner and the after-show party provide the perfect opportunity to network with leading representatives of the European PR and communications field.



Feel the excitement in the air.

Receiving an award in front of your peers is a great way to build your brand, as your corporate identity reflects your personal achievements.

The seal of approval given by leading PR figures is the surest way of knowing that you are doing an outstanding job.

By entering a project, you are show-casing your greatest achievements, thus building and reinforcing a glowing impression within your wider community.

What better way to let your peers and stakeholders know about your best work? The EEA promise exposure of your efforts across the breadth of an entire continent.

At the EEA you will be able to connect with other leaders and achievers. Together you can network, discuss new ideas and celebrate each other's successes.

Every achievement deserves to be celebrated, alongside the people who made it happen. The thrill of international acknowledgement will encourage you to reach for even greater heights.



INSPIRATION



EMOTION

TEAM WORK



Six steps to a successfully application

Start your application online by registering here:
application-eu-pr.excellence-awards.com



Review the online application checklist



Choose the correct categories for your projects and campaigns



Describe your project in up to 2,000 characters



Upload representative pictures, illustrative materials
and web links



Submit your application and use our online shop to request
an invoice or pay directly with your credit card



For more information:
www.excellence-awards.com

»Receiving such a reputable price is the best possible reward for the hard work of the whole team. We never dreamed of successfully competing against some of the biggest European, even global consumer brands - the award raises our profile within the organization and is motivating us to push boundaries even further.«

– TRW Aftermarket

»Hundreds of PR experts, more than one thousand incredible campaigns, an indescribable emotion when they announce your name as a winner; this is the European Excellence Award; a super stimulus for our job and creativity.«

– Immobiliare.it

»It is great to have an award that honours the terrific insights, creativity and sheer hard work that go into good communications.«

– Acciona

»The Quadriga team value long term relationships and I love working with them (and the multiple comms veterans who they have assembled over many award cycles) to set a gold standard in our industry.«

– Ogilvy EMEA

TIMELINE

1.

Application
Phase

Early Deadline: 30 August 2019
Late Deadline: 10 September 2019
Final Deadline: 30 September 2019

Get it going: Projects can be submitted via our online application platform until the end of September.

2.

Online Voting

October 2019

Now it's the Jury's turn: Each Jury member will anonymously evaluate the submitted projects online. Their votes will form the shortlist.

3.

Shortlist

End of October

Excitement: The best projects in each category will be published online. The nominees can prepare their trip to Lisbon now!

4.

Award Show

29 November 2019

Celebration: During a two-day jury meeting the jury members look at all the shortlisted entries. The winners will be determined via an anonymous voting. The winners in each category will be announced and celebrated at the award show in Lisbon!

CONTACT THE TEAM

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EARLY DEADLINE

30 AUGUST 2019

LATE DEADLINE

10 SEPTEMBER 2019

FINAL DEADLINE

30 SEPTEMBER 2019

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Quadriga

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