EUROPEAN EXCELLENCE AWARDS 2019
Apply Now
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

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

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!

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 promote interdisciplinary knowledge exchange, practice-oriented research and professional network building for career development based on the idea of stakeholder-oriented and communication-focused management.

HOST

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

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

Jury Award — not for entry
Jury Excellence Award for the Best Campaign
Interested in becoming a member of the jury? Write us: team@excellence-awards.com

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.

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

Convince the Jury members with your creative and innovative projects.

Open your projects and campaigns to expert appraisal.

Convinced? Then...
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 heritage 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 its 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 Belém, 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.
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 showcasing 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.
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
### Contact the Team

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www.quadriga.eu/en/
EARLY DEADLINE
30 AUGUST 2019

LATE DEADLINE
10 SEPTEMBER 2019

FINAL DEADLINE
30 SEPTEMBER 2019