

I DATE AND LOCATION

1. The “Mi:t&links. Baltic Communication Awards 2017” will take place in **Riga, Latvia on March 2 and 3, 2017**. The shortlisted nominees in 14 categories will be presented on March 2, 2017, the winners will be announced and the Awards ceremony will be held on March 3, 2017.

II ELIGIBILITY

2. The “Mi:t&links. Baltic Communication Awards 2017” is open to all parties involved in communication management (such as communication agencies, digital, event, creative and PR agencies, in-house PR departments, freelancers, etc.) from the Baltic Sea region and its neighbouring countries.
3. Rights to submit the entry:
 - 3.1. Only one party, i.e., a communication consultancy or an in-house department, may submit an entry, and the Entrant is to be agreed in advance between the parties concerned. In the event that one and the same entry is submitted by two different Entrants, only the first entry will be accepted.
 - 3.2. It is the responsibility of the Entrant to ensure that the commissioning client has the rights to use the intellectual property of the client/brand communicated.
 - 3.3. Entries cannot be made without prior permission from the client/owner of the rights of the communication case.
4. The “Mi:t&links. Baltic Communication Awards 2017” Organisers may need to contact the client related to any entry at the request of the Jury at any time during the voting process, should any questions on the implementation or presentation of the work arise. In such cases, wherever possible, the Entrant shall be advised in advance.
5. Entries that are not eligible:
 - 5.1. The Organisers may reject entries, which offend national or religious sentiment, are discriminating towards any group of society and promote illegal actions..
 - 5.2. Any entries that have been submitted to the “Mi:t&links. Baltic Communication Awards 2017” contest at any time before.
 - 5.3. Any entry that infringes any of its country of origin voluntary or regulatory codes of practice, is not eligible. It is the responsibility of the Entrant to inform the Organisers should any infringement have arisen prior to the judging and awards ceremony.
 - 5.4. Directors' cuts, spec ads and conceptual PR/advertising.
6. All “Mi:t&links. Baltic Communication Awards 2017” campaigns submitted must be designed for implementation and the campaign must have been predominantly implemented between January 1, 2016 and December 31, 2016. The only exemption is “Issue and Crisis” category where submitted campaigns can be implemented between January 1, 2012 till December 31, 2016 (however only applications for the campaigns previously not submitted to “Mi:t&links. Baltic Communication Awards 2017” will be accepted).
7. Entries cannot be cancelled or removed from the “Mi:t&links. Baltic Communication Awards 2017” in any event after February 1, 2017.
8. All entry materials, documentation and payment shall be submitted no later than on **February 1, 2017**.

III ENFORCEMENT OF THE RULES

9. All entries shall be submitted to the Jury exactly as published, aired or implemented and may not be modified for the awards. However, entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.
10. The “Mi:t&links. Baltic Communication Awards 2017” reserves the right to request a full media schedule and/or other documentation from each Entrant company to verify the authenticity of the shortlisted campaign(s) or the winner.

11. In the event of a complaint against any winner or shortlisted entry, the Organisers will conduct a full investigation into each case and will request detailed documentation from all parties concerned including the complainant, the Entrants and the client.
12. The Organisers will have no hesitation in withdrawing an award in cases where the complaint is upheld.
13. Entrants or companies that are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering the awards for a period of time following the “Mi:t&links. Baltic Communication Awards 2017” as specified by the Organisers.

IV CATEGORIES

14. The “Mi:t&links. Baltic Communication Awards 2017” will cover 15 categories. In 14 categories there will be 4 short-listed nominees, and the one with the highest total score will be declared winner of the category. The agency with the highest number of campaigns awarded at the “Mi:t&links. Baltic Communication Awards 2017” will be named “AGENCY OF THE YEAR”.

15. Categories:

1	CORPORATE COMMUNICATION	Campaign or program designed for building corporate brand awareness, long-term reputation management or other business and trade communication campaigns targeted at both business and consumer audiences.
2	ISSUES AND CRISIS MANAGEMENT	Communication campaign or program based on evaluation and management of emerging trends, concerns, or issues likely to affect an organization and its stakeholders (e.g. labour relations, crises, mergers, acquisitions, public policy or environmental concerns).
3	INTERNAL COMMUNICATION	Campaign or program targeted at internal stakeholders (e.g. employees, managers, trade unions or other member audiences) and focused on management communication, corporate ethics, morale, internal culture or change management.
4	CONSUMER RELATIONS	Campaign or program specifically designed for B2C sector: to engage consumers in communication and to support marketing in promotion of products or services.
5	PUBLIC AFFAIRS	Campaign or program designed to influence public policy agenda or legislative process, using techniques including media relations, advertising, and direct lobbying.
6	SPONSORSHIP	Paid sponsorship campaign or program, including sponsorship of sports events, arts and entertainment events that helps to achieve business goals.
7	CORPORATE SUSTAINABILITY AND RESPONSIBILITY	Program that integrates social and environmental concerns in a company’s business operations and stakeholder interactions (an integrated program that addresses sustainable development or other economic, social or environmental issues such as international aid, public awareness, corporate social responsibility, economic revitalization, cultural preservation, education, literacy, health, poverty reduction, employment, and heritage protection programs).
8	SOCIAL CAMPAIGNS	Campaign designed and targeted to influence behaviours that benefit individuals and communities for the greater social good.
9	DIGITAL COMMUNICATION	Campaign or program designed for and targeted towards enabling communication in the new/social media (e.g. blogs, podcasts, social networks, content sharing sites, virtual networking platforms, etc.).
10	PUBLIC SECTOR CAMPAIGNS	Campaign or program for public sector organizations (e.g., local authorities, government departments or government authorities) to promote their policies, achievements and services or to raise awareness on an issue and change behaviour.
11	EVENT PR	Communication campaign or part of a campaign that is based on a special event or series of events, which help to build the brand image for external and internal audiences or achieve other

		communication or business goals.
12	INTERNATIONAL COMMUNICATION	Communication campaign or program that has been developed and/or implemented in two or more Baltic Sea region and neighbouring countries.
13	INTEGRATED COMMUNICATION	Communication campaign or programme that involved synthesis of different communication channels, tools and messages which helped to achieve one communication or business goal.
14	NO BUDGET	Communication campaigns and actions carried out by agencies, organizations and other associations without any reward. Partisan projects, buzz, etc.
15	AGENCY OF THE YEAR	PR/Communication agency that has the highest number of awards in all the categories listed above.

V JUDGING

16. An international Jury of leading communication professionals will select the award-winning entries.
17. Judging procedure:
- 17.1. **In the first evaluation stage**, an online Jury of experts will assess the projects and announce 4 shortlisted entries in 14 categories.
- 17.1.1. The entry is shortlisted only if it receives at least 25 points.
- 17.1.2. If no entry receives a minimum of 25 points, no entries are reviewed during the second evaluation stage and the category is closed with no winners or shortlisted candidates announced.
- 17.2. **In the second evaluation stage**, the Jury will publicly assess the shortlisted projects based on the presentations given by the Entrants and select the winner in each of the categories.
- 17.2.1. The 4 entries with the highest score in 14 categories shall be presented in Riga on March 2, 2017. The Entrant will have a maximum of 4 minutes for one entry presentation and 6 minutes for the Q&A session. The Entrant is free to choose his/her presentation style at the final competition: video, presentation and presentation materials.
- 17.2.2. The winner in each category is the campaign with the highest total score, including points for the presentation.
- 17.2.3. The entry has to receive at least 30 points to be qualified as the winner of the category.
- 17.2.4. If no entries receive a minimum of 30 points in the category, then the Jury retains the right to award only the 2nd and 3rd award within the category.
- 17.3. **In the third evaluation stage**, the 15th category AGENCY OF THE YEAR is evaluated according to the following criteria: PR/Communication agency that has the highest number of awards in all the categories listed above.

VI JUDGING CRITERIA

18. The entries of the “Mi:t&links. Baltic Communication Awards 2017” in 14 categories will be evaluated according to the 8 criteria to ensure that all applicants are assessed in exactly the same way, based on the same parameters. These criteria range from strategy and creativity to the Entrant’s ability to defend his/her case also during the presentation.
19. Jury members will award between zero and five points for each criterion, with five signifying excellence and zero indicating failure.
20. Each of these criteria is accorded a different weight in determining the score. The criteria weighted highest are “implementation” and “results”.
21. The criteria and their weights are as follows:

	Points	Max weight, %
Pre-research/situation Is the research conducted sufficient and relevant to the objectives? Is the analysis sufficient to choose the right strategy?	1-5	10
Objectives Are they S.M.A.R.T? Are there any methods for setting objectives?	1-5	10

Strategy Is the strategy properly described? Does the selected strategy meet the goals and objectives? Does it cover all the relevant stakeholder groups? Are there any methods for developing strategies?	1-5	10
Implementation Are the selected tactics in line with the strategy and objectives? Are the efforts adequate to the objectives and strategy? Are the measures ethical and professionally implemented? Is the project well managed? Are there any methods for implementing the activities?	1-5	15
Results Do results meet the objectives and goals set? Do they exceed the expectations? Are they tangible and quantifiable? Are there any methods for evaluating results?	1-5	15
Creativity & Innovation Is the strategy and/or solution creative? Does this bring any innovation, fresh ideas?	1-5	10
Contribution to organisational goals Does the project contribute to the goals of the company / organisation? Is it result oriented?	1-5	10
Sub-Total (short-listing)	40,0	80%
Presentation Overall – does the presentation and answers to the question confirm the written case (are the objectives S.M.A.R.T, has the strategy been appropriately chosen and do the results meet the objectives)? Is the presentation inspiring? Is the case well explained? Does the presenter respect the time-frame? Are the questions well answered?	1-5	20%
Total	50,0	100%

VII CALCULATION PRINCIPLES

22. For the first evaluation stage the average of the total scores given by the on-line Jury will be calculated. On the later stages this score will be taken per nominal value.
- 22.1. *Example: The average of total score in the on-line system given by six Jury members is 35,1. The entry is shortlisted for the second stage, and for the calculation of the final score 35,1 will be taken as the score of the first stage evaluation.*
23. For the second evaluation stage the average of the total scores given by the on-site Jury will be calculated. On the later stages, the value of this score will be doubled.
- 23.1. *Example: The average of total score given by five present Jury members is 4,2. For the calculation of the final score 4,2 will be multiplied by two: $4,2 \times 2 = 8,4$. The final score thus would be $35,1 + (4,2 \times 2) = 43,5$.*
24. In the third evaluation stage only PR/Communication agencies will take part. There will be specific weighted criteria applied to calculate the winner where both quantity and quality will be counted and points given:
- 24.1. For the each shortlisted submission - 1 points;
- 24.2. For the third place - 5 points;
- 24.3. For the second place – 10 points;
- 24.4. For the first place – 15 points;
- 24.5. The points will be multiplied by categories where agency has participated. The winner will be the one having the highest sum in total.

- 24.6. *Example. There are 6 shortlisted campaigns submitted by the same agency. Out of them 2 has received 3rd place in two different categories, as well as the same agency has received 1st and 2nd places in one category. Thus the calculation is as follows: 2 submissions shortlisted only x 1 point, 2 submissions received 3rd place x 5 points, as 1 x 10 points (2nd place) and 1 x 15 points (1st place) = (2 x 1)+(2 x 5)+(1 x 10)+(1 x 15) = 37 points.*
25. In case of an equal number of scores below listed principles will be applied
- 25.1. In the first evaluation stage a handicap will be given: be it equal score for two submissions, five instead of four campaigns will qualify for the shortlist.
- 25.2. In the second evaluation stage: two submissions will share the highest place however lower place will not be awarded: there might be two submissions sharing 1st place, followed by 3rd place. In case the 3rd place is shared there will be no shortlisted campaign. This principle will be also taken into account for determining the “Agency of the Year” award.
26. In the third evaluation stage only one winner will be awarded. In the case of similar result upon the calculation described above, the total sum of all scores will be calculates and the winner would be the one having the highest total sum of the scores for all submissions shortlisted. In case even this result is similar, the total sum of scores for all submissions (also the ones not shortlisted) will be calculated and the winner will be determined.

VIII ENTRY REQUIREMENTS

27. **Entry Dates:**
- 27.1. December 8-31, 2016 – early bird application period
- 27.2. January 1-15, 2017 – regular application period
- 27.3. January 16-31, 2017 – late application period
28. **One Project** can be entered in up to **a maximum of 3 different categories**. The party must supply a separate entry form and set of materials for each entry and pay for each entry separately. You must also tailor each entry to suit the category you are entering rather than submit the same entry in multiple categories.
29. The Organisers will endeavour to move entries to more appropriate categories, if necessary, before the judging begins and will inform the Entrants if their entry is moved. However, the Jury may also move entries between categories at the time of judging. For instance, if the entry has been submitted to the “No budget” category and the Jury has decided that it should be moved to another category, then the Entrant will be informed about the decision and shall pay the participation fee in order to be judged in another category. The Entrant has the right to disagree with the Jury’s decision, and in this case the entry is removed from further participation in the contest.
30. All entry forms shall be completed online at www.miiandlinks.com. The entries completed online shall not be considered complete until the entry fee has been fully paid.

IX WITHIN THE ENTRY FORM, THE APPLICANT WILL BE REQUIRED TO SUBMIT THE FOLLOWING WRITTEN INFORMATION:

31. **Title of the Campaign:**
32. **Contest category:**
- 32.1. **Summary** (100 words max)
- 32.2. Give a brief overview of the whole campaign from start to finish, including the challenge, the objectives, the strategy, the assessment criteria, and the outcome.
33. **Pre – research/situation** (200 words max)
- 33.1. Describe the campaigns’ background information about the target audience, the sensitivity/popularity of the topic, the most relevant communication channels and other relevant information. Also, describe and justify that there has been enough of research done to obtain the maximum of information and to be able to apply the most appropriate communication strategy (bear in mind that this will also help the multi-national Jury to understand the specific nature of PR in your country).
34. **Challenge** (50 words max)
- 34.1. Describe the situation, issue or opportunity that prompted this campaign.
35. **Objectives** (150 words max)
- 35.1. Describe the goals and objectives of the campaign, the target audience/stakeholders, as well as the KPI’s (the criteria for the assessment of results).

36. **Strategy** (150 words max)
 - 36.1. Describe the strategy and planning of the campaign to achieve the set goals and objectives.
37. **Implementation** (200 words max)
 - 37.1. Describe step-by-step how the strategy was implemented, including where, when, and for how long. Did the campaign run according to the original plan, or was it revised at any stage?
38. **Documented Results** (150 words max)
 - 38.1. Include tangible and quantifiable results in relation to the assessment criteria. Show how they measure up against the original objectives of the communication and business goals.
 - 38.2. Note that in the absence of any indication of results, the Jury may not be able to evaluate the campaign, which may negatively influence your overall score.
39. **Confidential Information (not mandatory)** (100 words max)
 - 39.1. If you have any confidential information that cannot be shared with the general public, please include it here. This information will be reserved for the use of "Mi:t&links. Baltic Communication Awards 2017" Jury members only, and will not be published.
40. **Links**
 - 40.1. Please provide any relevant links that might help the Jury to evaluate your application. Links must be available online until April 1, 2017.
41. Name the file "M&L_2017_**project_name_category**.doc/pdf" (where "project name" and "category" is to be defined accordingly).

X ADDITIONAL REQUIREMENTS

42. For each entry, you must supply visual presentation board in one page as summary of the entry in following formats:
 - 42.1. 297 mm x 420 mm, *jpg or *png, with maximum file size 1,5 Mb;
 - 42.2. 297 mm x 420 mm + 50 mm transparent margins, print quality PDF file.
43. Upload both files during on-line application process. If print file is too large, provide download link in application form section "Links".
44. Guideline for presentation board content:
 - 44.1. provide title of the campaign, but do not refer to the name of your agency, company or any other contributing parties;
 - 44.2. keep it clear & simple - include key visuals of the entry that you think describes campaign the best, as well as provide key facts or brief summary of the entry written in English;
 - 44.3. avoid long sentences and paragraphs – include up to 100 words maximum.

XI FINAL PRESENTATIONS

45. Every finalist has the right to choose the most effective way of his/her presentation (products, interactive installations, etc. can be used in the process).
46. Total time for presentation is 10 minutes, which include 4 minutes of entrants presentation and 6 minutes Q&A session with the jury.
47. **Every finalist must inform the Contest Organisers about the chosen presentation form 1 week before the set presentation date.**
48. All presentation materials must be submitted by February 28th 4 pm EET at latest to the e-mail address provided by the organizer in following formats:
 - 48.1. Power point presentations – in pdf format;
 - 48.2. Video presentations – in mp4 format;
 - 48.3. Images – in jpg or png format.
 - 48.4. Please inform Organizers if you plan to use other means.
49. When sending your presentation – please provide following information:
 - 49.1. In e-mail's subject: entrant's company name, category & campaign title
 - 49.2. In e-mail's body: attachment or link to your presentation and direct contact information of person who is responsible for the presentation and whom Organizers can contact in case of issues.
50. Note: no changes of presentation material can take place on the presentation day. If entrant does not submit his or her presentation by date and time set in article 51, the Organizers cannot guarantee proper functioning of the presentation.
51. Organizers will provide laptops, screens, pointing devices etc. Entrants are not allowed to use their computer equipment.
52. For further assistance and guidance on preparing your presentation, please contact info@miitandlinks.com.

XII FEES

53. The first and the second entry submitted or changed during the early bird application period December 8 - 31, 2016, 23:59 is subject to a fee of **150 euro + VAT 21%**. The third and the next entries submitted until December 31, 2016, 23:59 are subject to a fee of **100 euro + VAT 21%**
54. The first and the second entry submitted or changed during regular application period January 1-15, 2017, 23:59 is subject to a fee of **180 euro + VAT 21%**. The third and the next entries submitted until January 15, 2017, 23:59 are subject to a fee of **120 euro + VAT 21%**
55. The first and the second entry submitted or changed during regular application period January 16-31, 2017, 23:59 is subject to a fee of **255 euro + VAT 21%**. The third and the next entries submitted until January 31, 2017, 23:59 are subject to a fee of **170 euro + VAT 21%**.
56. The exception is "No budget" category where no fee will be applied for the entries. However these entries will not be included in the total count of the entries where charges are applied.
57. The submissions should be made in full as described above. To compliment incomplete submissions or making significant changes the applicant will be charged by addition **50 euro + VAT 21%**.
58. The final deadline of the submissions is January 31, 2017, 23:59. After the stated time, the on-line system will be automatically closed and no more submissions or changes in the submissions will not be possible to make.
59. Entrant will be asked to provide the billing information while completing the Entry Form. An invoice will be issued shortly, sent by e-mail in digital format. The invoice has to be paid in 3 (three) working days. Only submissions paid for will be accepted for the competition.

XIII TREATMENT AND PUBLICATION OF ENTRIES

60. Any material submitted in the course of entering the "Mi:t&links. Baltic Communication Awards 2017" becomes the property of the Organisers and cannot be returned.
61. Entrants may be required to supply additional material of any shortlisted or winning work.
62. In order to promote the "Mi:t&links. Baltic Communication Awards 2017", each Entrant authorises the Organisers to screen or publish his materials with or without charge at public or private presentations, wherever and as often as the Organisers think fit.
63. Any entry may be compiled by the Organisers into a set of entries. Such a set may not, nor may any extracts of it, be copied, marketed or sold by any organisation other than the organisation or any organisation authorised to do so by the organisation. Each Entrant agrees to assist the Organisers in supporting any legal action that may be taken to prevent a breach of this condition and to supply information to the Organisers immediately should they become aware that an unauthorised set or compilation is available for sale or distribution.
64. Each Entrant agrees to hold the "Mi:t&links. Baltic Communication Awards 2017" Organisers harmless of any claims that may be made against them by reason of any such screenings or publishing. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.
65. All Entrants must accept that their entries may be used in the "Mi:t&links. Baltic Communication Awards 2017" Archive.
66. Each Entrant confirms to the Organisers that they have the legal right to enter the "Mi:t&links. Baltic Communication Awards 2017" on the terms of these Entry Rules. Each Entrant indemnifies the Organisers against all liability to any other person, firm or company and all loss arising from a breach by the Entrant of any of these Rules.

XIV MISCELLANEOUS

67. Each Entrant accepts full responsibility for the quality of entries and discharges the Organisers from any responsibility in respect of third parties.
68. The Entry Rules will be strictly observed by all Entrants. Completion of the Entries Page will imply full acceptance by each Entrant of the Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.
69. In the event of a win, any duties, fees and charges accrued from the transporting of the trophy, will be covered by the recipient, not "Mi:t&links. Baltic Communication Awards 2017".