

## CATEGORY INFORMATION & ENTRY FORM FOR THE GARDEN MEDIA GUILD AWARDS 2019

### CATEGORY 15 Website of the Year Award Sponsored by Honda

For material published between Monday 1 October 2018 and Tuesday 17 September 2019.

This award is for the website that demonstrates creativity and effectiveness, impact in its marketplace, and horticulturally accurate, informative and relevant content, with the stats to back it up.

The winning website will demonstrate success in growing the number of page views and unique users, as well as the impact the site has achieved, including links from other sites and media coverage. The judges will look for creativity and good, original ideas, particularly innovation in a digital format. The winning website will enjoy good levels of engagement and be relevant to its target audience.

The user experience will be good: the winning website will be regularly updated, well designed and visually appealing. Its layout will be clear, easily navigable and searchable.

All of its pages will work, it will load quickly and interactive features will be sound and intuitive. Judges will look at how well it employs different formats such as audio and video or other features, which must work and add value.

Entry is open to all and is **free to GMG members**; a fee of **£20** is applicable to non-member entrants.

Entries and any payments must be completed by the deadline **Tuesday 17 September 2019**.

Entrants may only make one entry into this category.

#### **Submission Process**

- 1) Email your completed entry form to [awards@gardenmediaguild.co.uk](mailto:awards@gardenmediaguild.co.uk). Do not send in any supporting documents at this stage.
- 2) Once your entry form has been submitted you will receive:
  - An acknowledgement email with your Unique Entry ID.
  - An invitation to upload the URL to a unique GMG Dropbox folder; or, if you prefer, your files can be sent by email or WeTransfer.
- 3) If a fee is applicable, you will also receive an invoice with instructions for payment.
  - Payment must be made by BACS transfer or cheque before Tuesday 17 September 2019.
  - A Payment Form is available at [www.gardenmediaguild.co.uk](http://www.gardenmediaguild.co.uk) if you wish to make a single payment for multiple entries.

**Your entry must include the following**

- URL for the website
- 200-word overview of the website

The digital files or the emailed document should be titled with the entry's unique ID.

**STATEMENT**

I understand the judges' decision is final and no feedback will be given.

I understand the organisers reserve the right to add or remove judges, amend entry criteria and amend or merge or withdraw award categories without notice or explanation.

By submitting this form I confirm I have read and understood and agree to the terms and conditions of the Awards as published in "GMG Awards 2019 Entry Information" by the Garden Media Guild and available at [www.gardenmediaguild.co.uk](http://www.gardenmediaguild.co.uk).

Any information supplied will be used in the GMG Awards marketing materials, on the GMG website, press releases and on a finalist or a winner certificate. I will ensure all details are correct.

**See page 3 for Entry Form**

**Deadline for entries: Tuesday 17 September 2019.**

**Late entries will not be considered.**

**ENTRY FORM - Category 15, Website of the Year**

**NOMINATED WEBSITE OR PROJECT**

Title of nominated website	
Website URL	
Live online dates	

**NOMINATOR'S DETAILS** (if different from entrant)

Name	
Status of nominator	Web Editor [ <input type="checkbox"/> ] Blogger [ <input type="checkbox"/> ] Publisher [ <input type="checkbox"/> ] other, please specify:
Organisation	
Email address	
Telephone number	
Twitter (if available)	
Who will collect if awarded (max 2 people)	

**[  ] Please add "X" here if you are using the Payment Form to make a single payment for multiple entries.**