

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

CATEGORY 16 The Social Media Influencer of the Year Award Sponsored by Stihl

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

This award recognises those who are using social media to communicate about gardening in exciting and innovative ways and is open to any individual, agency, company, brand or organisation which is using social media platforms to communicate about horticulture and gardens.

Entrants should show how they have effectively used Facebook, Twitter, Instagram, YouTube or other social media platforms or a combination of platforms to promote themselves or their brands. The judges want to see a portfolio of the social media produced over the past year, which should include an overview of you or your team, your objectives and how you have met them including, where relevant, increases in traffic, sales revenue and increased awareness.

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. 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 digital files to a unique GMG Dropbox folder; or, if you prefer, your submissions 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 if you wish to make a single payment for multiple entries.

Your entry must include the following

- URLs and broadcast dates given in a word document for social media accounts.
- 200-300 word overview of the entrant's use of social media.

The email or digital files should be titled with the entry's unique ID. If submitted digitally the unique ID should be followed by sequential numbers: 01; 02; 03; etc (e.g. 05.1324-01)

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 am confirming that 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.

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 16, Social Media Influencer of the Year

ENTRANT'S DETAILS

Entrant's name	
URL	
Details of entered material	
Broadcast date	
Status of the entrant	Journalist [<input type="checkbox"/>] Broadcaster [<input type="checkbox"/>] Photographer [<input type="checkbox"/>] other, please specify:
Email address	
Telephone number	
Twitter (if available)	
GMG Member (delete as appropriate)	Yes / No

NOMINATOR'S DETAILS (if different from entrant)

Name	
Organisation	
Email address	
Telephone number	
Twitter (if available)	
Who will collect if awarded (if entrant is not available)	

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