Entry Form: Best Digital Communication

This is the entry form for the **2024 Best Digital Communication**.

Entry and judging criteria can be found on the WCA website [HERE](https://winecommunicators.com.au/best-wine-blog-or-podcast/).

Please ensure you complete all sections (noting word limits where they apply) by typing under the relevant headings of this application form.

Any additional and supporting materials can be submitted as part of the online entry process.

Alternatively supporting materials can be:

- Sent electronically to the following email address: wca@winecommunicators.com.au, OR

- Sent as a hard copy to the following address: Palate PR, 43 Farr Street, Banksia, NSW 2216

**Entries close Friday 31 July 2024.**

Good Luck!

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**Please complete ALL SECTIONS below, failure to do so may result in your entry not being considered.**

**SECTION 1: PERSONAL DETAILS**

|  |  |
| --- | --- |
| Applicant’s Full Name: |  |
| Nomination Name: |  |
|  | \*NOTE: this is the individual or business that will officially receive the Award (should the entry be successful) |
| Organisation:  |  |
| Position:  |  |
| Nominee Contact Number: |  |
| Nominee Email: |  |

|  |  |  |
| --- | --- | --- |
| Nominee Social Handles: |  |  |

 **FACEBOOK INSTAGRAM**

|  |  |  |
| --- | --- | --- |
|  |  |  |

 **TWITTER LINKEDIN**

**SECTION 2: QUESTIONS & ANSWERS**

**1.Descriptive summary of the digital series nominated (200 words). This may be used for PR purposes.**

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**2.Who is your audience and what communication tools do you use to engage them? (200 words)**

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**3. Please provide some examples demonstrating the reach of your content.** For example, circulation, website analytics, reach data, number of followers increase or reviews.

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**4.Provide up to four (4) examples of your published digital work** Examples can include blog entries, website, online video, TV episodes or examples of social media presence/reach. If a site is password protected, please also provide relevant instructions. Failure to do so may mean your entry is not considered.

|  |
| --- |
| URL:  |
| URL:  |
| URL:  |
| URL:  |

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5. **Please provide example of how the digital communication has achieved financial results and outcomes** (e.g. Return on investment or Return on Ad spend)

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**SECTION 3: SUPPORTING MATERIAL**

**Please attach the following supporting material to your on-line entry form.**

* **Please provide a high-quality image to represent the person/organisation being nominated.** This may be used for PR purposes.
* **Content to support response to Q3 above**

If you experience technical difficulties, please email us directly: wca@winecommunicators.com.au