**HELOA - Best Practice Marketing Communications**

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| Institution |  |
| HELOA Member Name |  |
| Contact details  *Please include an email address and a telephone number* |  |
| Project title |  |
| Background | *You might wish to discuss: the context of the project within your institution, your region, or and/or the sector as a whole; any research underpinning your work; the situation that led you to develop the project.* |
| Project aims and objectives  *What does your project aim to achieve? These can be short- or long-term goals and may still be ongoing.* |  |
| Project description | *You might wish to discuss: how you expect(ed) to achieve the aims and objectives; the project timeline; research undertaken; methodology used; resources used; challenges encountered; expected and unexpected outcomes.* |
| Approximate budget | *Please briefly explain how you calculated the project budget.* |
| Innovative features | *Please briefly describe any project features that are particularly innovative.* |
| Project impact | *You may include both qualitative and quantitative information here. You might also wish to discuss whether the project impact met or exceeded the stated aims and objectives, or if there were any unexpected aspects to the project’s impact.* |
| How impact has been / will be measured |  |
| Please feel free to provide existing feedback from project participants, such as quotes, photos, or articles. |  |
| Please provide a 100-word summary of the project which will appear in the Conference programme if the project is shortlisted. |  |

Please email completed entry forms to [training@heloa.ac.uk](mailto:training@heloa.ac.uk)