**HELOA - Best Practice Marketing Communications**

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| Institution |  |
| HELOA Member Name |  |
| Contact details*Please include an email address and a telephone number* |  |
| Address*Address of all partners for awards to be sent* |  |
| 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 summary of the project in no more than 100 words. If your project is shortlisted, this summary will be shared with all members. |  |

Please send a recording of no more than 5 minutes summarising your project along with your entry form. If your project is shortlisted, this video will be shared with members for each institution to vote for the winning project.

Please email your recording and complete entry form to training@heloa.ac.uk.