ADFX Award Entry Timetable

To win an ADFX Award requires a lot of hard work. Aside from the writing the paper you must also seek the clients permission, work with them to collect the data and putting that data together in a visual manner. Alongside that you need to have a publishable case study ready for upload on deadline day and fill in the IAPI databank questionnaire.

The following timetable should help you manage the process and give you the best chance at writing an award winning paper.

January 2016

Download Awards Entry pack from IAPI website.
Confirm submissions.
Audit internal data.
Notify clients of submission and secure permission.
Research insights and inspiration section of IAPI website.
Look for external data to fill any potential gaps in your case.
Agree time/resources plan internally within the agency.
Set up on to one meetings with clients between now and April to discuss the case.
Register your intent to enter with IAPI on the website.

February 2016

Complete all data gathering and any copyright sign off.
Commission visual and any additional data elements.
Finish data analysis and any econometric modelling (if used)
Write/Review first draft.

March 2016

Write/Review second draft with a proof reader.
Complete all visual requirements.
Share draft with client and managers.
Prepare case study for publishing.

April 2016

Final proofing and checks.
Review final draft with a proof reader.
Obtain final sign off with client and manager for case for judging.
Obtain sign off for Publishable case study.
Organise supplementary files for publishable case study – (see checklist)
Upload entry and publishable case study and complete IAPI databank questionnaire.
Take a break – you've earnt it!

ADFX Award Entry Timetable

Whose Sign off do you need?

Who will manage Agency/Client relationship?

Who is on the writing team?

Have you downloaded the guide to entry & entry template which clearly explains everything you need to do for your entry?

Have you downloaded the ADFX timeline to help plan your time?

Who is in charge of each template section?

Who is in charge of arranging payment for entries?

Who is in charge of collecting data?

Who is in charge of researching images?

Who is in charge of pre-registering?

Who is in charge of uploading entries?

TASK	NOTES	KEY PERSON	DEADLINE
Have you watched the guide to uploading your entry video?			
Who is organising the publishable case study material?			
What are your deadlines for completing different sections?			
Who will enforce these deadlines?			
Have you set up regular times to review progress on your entry?			
Who is the fresh pair of eyes to proofread your work?			
Two weeks before entering			
Have you clearly addressed the Awards criteria?			
Have you clearly focused on demonstrating the size of the effect and strength of proof?			
Have you checked your case study is			