



TASK	NOTES	KEY PERSON	DEADLINE
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?			



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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 no more than 4,000 words or 4,500 in the case of a joint submission? (not including profile, summary, footnotes etc..)



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Reviewed all images & charts axis are named etc...			
Do you have at least one “killer chart” that makes your case for effectiveness as Les Binet says?			
Organised all supplementary materials as requested in T&Cs?			
Have you confirmed the edits for publishing as requested in the T&Cs?			
Have you familiarised yourself with the IAPI databank and made a note of the fields that apply to your entry for upload as requested in the T&Cs?			