



First members of the jury confirmed

The deadline for entry submission for the BrandEx Awards 2020 is 1 July 2019. If you still want to participate, you'll have to hurry! Otherwise the opportunity to adorn your public image by winning an attractive award will be lost, at least for the next year.

In the first entry phase for the BrandEx Awards 2020, you'll need to submit a brief description and five photos for each of your projects. From the initial entries, the jury will select suitable projects to enter the final phase and will request additional documentation. Regardless of the decisions of the jury, all entries submitted will be published on the BrandEx website and on social media.

The selection of the jurors for the various categories is currently proceeding at full speed. The jury members already confirmed for the BrandEx Awards 2020 include Elke Moebius, Global Head of Retail & Retail Technology at Messe Düsseldorf, and Freddy Justen, Managing Director of the D'art Design Group, both for the 'Architecture' category. For the 'Event' category, Ivo Franschitz, Owner & Managing Director of Enited Business Events, and Mary Kirillova, CEO of the Baltic Event Industry Club, have been confirmed. The names of the other jury members will be announced in a timely manner.

Elke Moebius commented, 'I find it very exciting to get to know current projects from very talented newcomers and to discuss them with a jury of genuine experts.' Freddy Justen added, 'Design prizes are very important for two primary reasons. The first and most obvious: the honour itself. The second and most frequently overlooked reason: awards shape the future. Honouring people who not only give the right answer but also ask the right questions influences the future of communication. From this perspective, I can only conclude that there is nothing more thrilling than shaping the future by honouring the visionary past. I am truly delighted to participate in this process.'

For Ivo Franschitz, the impact of event marketing on the general public was the decisive factor in his consent to becoming a member of the jury: 'The BrandEx Awards have created an international platform and offer well-deserved recognition for our industry. I am very pleased

and honoured to be a part of this experience, and to select and present the best of the best.' Mary Kirillova focussed on the international reach of the BrandEx Awards: 'It is important for us to understand local trends and objectives. This enables us to convey interesting facts about the event industry in Germany to our members and providers on the Baltic.'

Time is getting short for participants now. The online jury meeting for the initial evaluation of the entries will take place on 18 July 2019, followed by the live jury meetings in Dortmund on 15-16 October 2019. The winners will be notified immediately afterwards. During the awards ceremony on 14 January 2020, they will receive one of the coveted BrandEx trophies and collect points for the BOB ranking – the Best of the Best list of the BrandEx Awards. In addition, they will receive a ticket worth € 700 for the International Festival of Brand Experience. The overarching theme of the event is '02 | Passion'.

Caption: Logo of the International Festival of Brand Experience (Illustration: BrandEx)

International Festival of Brand Experience

With the International Festival of Brand Experience (BrandEx), the initiators BlachReport, FAMAB Kommunikationsverband, Messe Dortmund/Westfaltenhallen Unternehmensgruppe and Studieninstitut für Kommunikation jointly developed an exclusive domestic and international platform for event managers and creatives, PR and communication specialists, advertisers, marketers, scholars, service providers and bright young talents from the trade show industry, architecture and live communication. BrandEx consists of a congress plus the BrandEx Awards ceremony which recognises the year's best projects in the areas of live marketing and brand architecture.

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