



**ACPME**  
**2024** CREATIVE + PRINT  
**AWARDS**  
14 MAY, VALE RESORT, CARDIFF

**We are passionate about championing people within the #ACPMEFamily as well as showcasing your achievements. Whether you are a small team offering one core service or a multi-service team, we want to celebrate the work accomplished by your institution and shout about it.**

**Build those internal relationships, collaborate, and communicate with creative colleagues in your institution and enter the ACPME Awards 2024!**

## HOW TO ENTER

Download and complete one form for each entry you submit in each category.

All member institutions of ACPME may submit three entries per category; the same job can be entered into more than one category; and you may enter all of the categories.

Make sure you have read the entry criteria carefully and that you supply all media requested along with the samples of the work being entered. Ensure you have included all the appropriate forms.

Please consider how you would like your entries to be presented and submit accordingly. If only electronic entry forms and/or work samples are received, they will be printed on an office printer for the judges to consider.

Send your completed form (PDF) by email with the name of your institution, category entered and your university's logo (large jpg or eps) to: [admin@acpme.ac.uk](mailto:admin@acpme.ac.uk)

Also mail your hard copy entry form(s) and print samples with any digital files to: (you may share your digital artwork files via file transfer services like WeTransfer or supply on a USB drive)

### ACPME Awards

Seven Elms, Dark Lane, Astwood Bank, Redditch,  
Worcestershire B96 6HB

**Closing date:**  
**Wednesday 22 March 2024**

Ensure your entry is identifiable by marking the outside with: Sender's name, e-mail address and institution, you will receive an e-mail to acknowledge receipt. If you do not receive an email acknowledgment then your parcel has either not been received or is not identifiable.

## JUDGING THE AWARDS & THE PRESENTATION

Each category of award is supported by an ACPME Sponsor. The judging panel consists of independent industry experts in Print, Design and Photography. The judges will agree a Winner and a (where appropriate) Highly-Commended award for each category, prior to the 2024 conference. Winners will be notified and trophies presented at the ACPME Conference 2024 Awards Dinner on Tuesday 14 May 2024.

### All winning entries will receive:

- A trophy and certificate
- Social Media announcements via LinkedIn
- ACPME web page announcement
- A feature article in the post-conference commemorative edition of Pages

# CATEGORIES & CRITERIA

## Category 1 – Service of the Year (two awards)

---

### Service of the year: total staff 1 to 5 FTE (winner only)

### Service of the year: total staff 6+ FTE (winner only)

This category is to recognise the achievement of your in-house service whether a small one service team or a multi-service team. Judges will be looking at your entry in terms of:

- Investment in people or technology
- Successes
- Diversification into new print or print related services.
- Collaboration with stakeholders e.g., marketing, estates
- Increase in income or production.
- Savings and efficiencies e.g., financial, environmental, resources
- Innovation in design, photography, or other creative services
- Improvements to service operations e.g., lean processes

*Submission: Your entry should consist of a 1,000-word summary case study and may include supporting documents or a short video clip to support your entry.*

## Category 2 – Most innovative use of print (winner and highly commended)

---

Any digitally printed job, that offers something beyond the current normal practice. Whether it is the printing or finishing processes employed, the substrate used, the product format, use of data or the business model. The judges will be looking at innovations in production, service, and delivery. Please provide a clear description of the challenges faced, innovative approaches taken to meet them and evidence of the benefits.

Additional judging criteria:

- Substrate used
- Colour consistency
- Finishing quality
- Service delivery
- Business benefits if applicable

Entries can include a job designed outside your service, but within your institution, that showcases digital printing and finishing. Including jobs printed for your institution, for commercial clients or for self-promotion.

*Submission: Four printed copies to show the quality consistency and supporting written submissions. Your entry should consist of no more than 500 words.*

## Category 3 – Most innovative use of wide format (winner and highly commended)

---

Any wide format printed job, that offers something beyond the current normal practice. Whether it is the printing, finishing or construction processes employed, the substrate used, the product format, use of data or the business model. The judges will be looking at innovations in production, service, and delivery. Please provide a clear description of the challenges faced, innovative approaches taken to meet them and evidence of the benefits.

Additional judging criteria:

- Substrate used
- Colour consistency
- Finishing quality
- Service delivery
- Business benefits if applicable

Entries can include a job designed outside your service, but within your institution, that showcases digital printing and finishing. Including jobs printed for your institution, for commercial clients or for self-promotion.

*Submission: Samples that are too big to be submitted by post can be illustrated by photography and supporting written submissions. Your entry should consist of no more than 500 words.*

## Category 4 – Best in-house photography (winner and highly commended)

---

We are looking for entries that capture your client's brief and translates to images that communicates the passion, skill, and creativity to bring the subject matter to life. The submission can be a single image or a selection of images from a project. Photographs can be enhanced with post-camera production but must not be composite images or use AI.

Judging Criteria:

- Translation of brief to photographic images
- Technical excellence
- Composition
- Use of natural or artificial lighting
- Visual impact and interest
- The story it tells

Entries can include photographs taken outside your service, but within your institution.

*Submission: Your entry should consist of a digital image or images, in jpg format and supporting written submissions. Your entry should consist of no more than 500 words.*

# CATEGORIES & CRITERIA

## **Category 5 – Best in-house digital design (winner and highly commended)**

---

We are looking for entries that capture your client's brief through website design, video production, photography, motion graphics as well as an expertly told narrative. The submission can either be for marketing or teaching purposes and must be hosted online or used in a social media campaign – either as a stand-alone video or a wider digital package (such as a microsite).

Judges will consider:

- Translation of brief to digital output
- Concept & writing
- Creative & technical skills
- Overall experience
- Brand Integration (if branded) e.g., does the presence of the brand seem heavy-handed, or does it strike a balance?

Entries can include a job designed outside your service, but within your institution.

*Submission: Your entry should consist of a digital image or video, in mp4 format or link to relevant web pages and supporting written submissions. Your entry should consist of no more than 500 words.*

## **Category 6 – Creative campaign of the year (winner and highly commended)**

---

We are looking for entries that capture your client's brief for a successful campaign designed across multiple channels which enhance communications, connect with audiences, and build reputation.

Judges will consider:

- Translation of brief to output
- Originality of your design
- Strategic thinking
- Design impact and attractiveness
- Creative & technical skills
- Effective use of channels and materials
- Whether the design will leave a lasting impression
- Brand consistency

They will also consider evidence of achieving or exceeding a measurable goal. These business benefits could include an increase in revenue, a change in consumer/student/staff attitude or uplift in social media and website traffic.

Entries can include a job designed outside your service, but within your institution.

*Submission: Your entry should consist of printed copies, digital images, or video in mp4 format and supporting written submissions. Your entry should consist of no more than 500 words.*

## **Category 7 – Team member of the year (winner only)**

---

We want you to nominate a team member that you believe should receive extra-special credit. This does not have to be a manager; they could hold any role at any level but will have done something remarkable that goes way beyond the expectations of their role. It is a broad category.

Judges will consider things like:

- One off extraordinary performance
- Personal accomplishments
- Accomplishments for your institution or team
- Customer service (if relevant)
- Milestones crossed.
- Excellence in performance
- Peer-to-peer communication and support
- Leadership qualities (if relevant)
- Working across teams in your institution

*Submission: Your entry should consist of a 500-word summary case study and may include supporting documents.*

## **Category 8 – Sustainability hero of the year (winner only)**

---

Another chance to nominate a team member or colleague that you believe should receive extra-special credit. They do not have to be a manager; they could hold any role at any level but will have done something remarkable in terms of sustainability.

Judges will consider things like:

- A single specific and measurable green initiative or several remarkable efforts to help protect the environment and to reduce the institution's carbon footprint.
- Developing better ways of working across teams to help address the global fight.
- Helping define strategy for environment and sustainable practices

*Submission: Your entry should consist of a 500-word summary case study and may include supporting documents.*



**ACPME**  
**2024** CREATIVE + PRINT  
**AWARDS**  
14 MAY, VALE RESORT, CARDIFF

## TERMS AND CONDITIONS

- 1 Any institution that holds current membership of the ACPME and has paid their current year's subscription may enter.
- 2 Enter any number of categories with up to three entries allowed per category with the exception of categories 1 and 3.
- 3 Entries must be produced in the period  
**1 March 2023 – 22 March 2024.**
- 4 Submit your entries by **Wednesday 22 March 2023.** Entries received after this deadline will not be accepted once the judging process has commenced.
- 5 Provide the relevant samples of your work, complete an entry form for each entry you submit in each category you enter then email and post them as instructions above.
- 6 Entries must be produced by the institution entering the awards and for the corresponding category. Any outwork and contributors should be acknowledged.
- 7 Entries of materials produced entirely by external agencies will not be accepted.
- 8 The decision of the judges is final and no correspondence will be entered into.
- 9 Entries must be collected at the end of the 2024 Conference by the submitter or they will be disposed of.
- 10 Entrants agree to the use of your materials for display purposes and inclusion in any publication or event associated with the ACPME. The information supplied with winning entries may be used in case studies to be published.



**ACPME**  
**2024** CREATIVE + PRINT  
**AWARDS**  
14 MAY, VALE RESORT, CARDIFF

## **ACPME AWARDS SUBMISSION**

Please complete this form for **each entry you submit, in each category you enter** and attach to each piece of work.

Category (from drop down)

Institution Name

Size of unit / no of staff

Contact Name

Title of job/publication:

Tel No

E-mail

**Please tell us about your entry in the field overleaf**

**Entry deadline: Wednesday 22 March 2024 at 5pm**

ACPME Awards Dinner & Presentation:  
Tuesday 14 May 2024, Hensol Castle

Institution Name

Please use this field to provide details of the client's brief, production methods, techniques, skills, substrates, equipment/technology and anything else you think will help show how you produced your entry.

Institution Name

Continued

Institution Name

Continued