

HRVATSKA UDRUGA ZA
ODNOSE S JAVNOŠĆU

14th GRAND PRIX

Annual awards of the Croatian Public Relations Association for the best communication projects

The instructions and the application form are a set of guidelines for the quality preparation of the communication project submission to the competition.

The Grand PRix of the Croatian Public Relations Association is a recognition given to colleagues for their excellence in the design and implementation of projects related to strategic communications and public relations in companies, government institutions, local government bodies, associations, public relations agencies. Separately are awarded the Communicator of the Year (to persons from public life who distinguished themselves in communication with the public during the previous year), Fail of the Year - anti-communication of the year (to persons or organizations whose public actions stood out as inappropriate or unprofessional communication detrimental to public dialog) and the Grand PRix for the development of the profession (to individuals in the profession for the development of the profession).

Since 2007, the award has been given in different categories, which are updated every year depending on market trends. In 2021, the Grand PRix Awards will also be given to communication projects from abroad.

The 14th Grand PRix will include 11 categories nationally and 6 internationally.

1. JURY

The National Jury comprises 13 members who must hold the status of regular members of HUOJ. The jury includes public relations experts from companies (4 members), agencies (4 members), the public and non-governmental sector (4 members), and representatives of science and higher education institutions where public relations is taught (1 member).

Igor Vukasović, President of the Jury

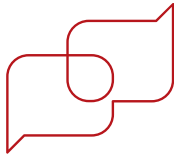
Igor Prstec, Deputy President of the Jury

1. public relations experts in companies (4)

Igor Vukasović, Hrvatski Telekom
Irena Šarić Dombaj, L'Oreal Adria
Irena Kurtanjek, Nestle Adriatic d.o.o.
Vinko Kovačić, Coca – Cola Adria

2. experts from public relations agencies (4)

Lana Rosandić, Alert
Davor Huić, Briefing komunikacije
Gordan Turković, CTA komunikacije
Igor Prstec, 404 agency



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3. public relations experts from public and non-governmental sector (4)

Iva Pintauer Šmit, Croatian County Association

Kata Kuprešak, Croatian Motorways

Lidija Tošić, Environmental Protection and Energy Efficiency Fund

Jelena Jonke Badić, Teaching Institute for Public Health "Dr. Andrija Štampar"

4. representatives of science, i.e., higher education institutions where public relations is taught

Stana Odak Krsić, VERN

The international jury comprises 12 members, 3 (three) representatives of organizations that bring together public relations experts from Slovenia, Serbia, Bosnia and Herzegovina, and Croatia.

2. IMPORTANT DATES AND DEADLINES

Competition opens Thursday, February 25, 2021

Competition closes Friday, March 11, 2021 at 6 p.m.

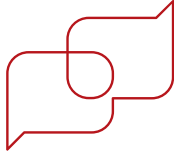
3. REGISTRATION FEE

The basic registration fee for the project submission for members is HRK 1,099.00 + VAT and for non-members, HRK 1,300.00 + VAT. For earlier submissions, the registration fee is lower, and for later, it is higher.

Registration fee¹:

REGISTRATION	REGISTRATION DEADLINE	MEMBERS (amount in HRK without VAT)	NON-MEMBERS (amount in HRK without VAT)
Regular registration	Thursday, February 24 – Thursday, March 4, 2021	1,199.00	1,400.00
Late registration	Friday, March 5 – Thursday, March 11, 2021 by 6 p.m.	1,299.00	1,500.00

¹ Registrations imply payment of the registration fee by the specified deadline and sending complete material in accordance with the instructions and the application form.



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Registration fees for registrations from abroad are the same amount converted into Euros.

FREQUENT QUESTIONS

a) Who can submit a project?

The Grand PRix is open to all public relations professionals. Applicants may be natural and legal persons engaged in public relations. Applicants may also be natural and legal persons from abroad in accordance with the rules for applicants from abroad.

b) In how many categories may a project be submitted?

A project may be submitted in only one of the categories offered at the national level.

A project may be submitted in only one of the categories offered at the international level.

c) May the same project be submitted in a national and international public call?

Yes, the same project may be submitted to both public calls applying the provisions of each of the public calls.

In that case, it is an application of two projects, and it implies an additional registration fee.

d) Are there differences in submitting projects of the national and international public call?

The difference is in the language of application - international ones are in English.

The measures and criteria, as well as the required materials, are identical for all applicants.

e) How many projects may we submit?

The number of projects that a natural/legal person may submit is not limited.

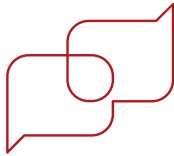
f) The project was submitted to one category, but we were notified that it had been moved to another. Could you explain to us what this is about?

According to the Grand PRix awards Regulations, the jury may, after reading the project, if it concludes that the project has been submitted in the wrong category, assign the project to another, appropriate category.

g) Does the jury consider applications that contain more than the prescribed 1000 words?

The jury will not consider applications with more than 1000 words in the project description.

h) Must the presentation for the Finalists' Festival be exclusively in ppt format, or may other tools and formats be used?



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For the presentation of the project at the Finalists' Festival, all available tools and formats for making presentations may be used (ppt, video, provided that the video may not be longer than 2 minutes of the entire presentation, i.e., it may not predominate in the presentation). The presentation may not be longer than 5 minutes.

- i) Must the presentation, which contains supplementary material along with the Application Form, follow the content of the application or provide additional information about the project that is not stated in the application?

The presentation should provide additional, deeper insight into the project as an added value to the content of the application so that the jury could ask questions and possibly clarify existing uncertainties if there are any. The presentation does not necessarily follow the content of the Application Form itself. It is recommended to use as many photos, charts, visual materials, social network content, etc., as possible. All elements and materials must be in one presentation.

- j) Are we entitled to a discount if we submit more national projects or more international projects?

No discount is granted when submitting more than one national project.

No discount is granted when submitting more than one international project.

- k) Are we entitled to a discount if I submit a project nationally and internationally?

Yes, you get a discount if you submit a project both nationally and internationally. The discount is defined depending on the application deadline.

- l) What is the procedure to pay the registration?

When you decide within what period you will submit the project, ask for an offer/proforma invoice by sending an e-mail to grandprix@huoj.hr. You pay the registration fee based on the offer/proforma invoice. Be sure to state whether you are a member of HUOJ or not.

Payment must be made within the application deadline, and the project must be sent within the same deadline for the application to be valid. The invoice is issued after the payment.

- m) What does the registration fee mean for members?

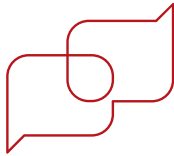
All legal entities that have members of HUOJ are entitled to a registration fee for members.

- n) How are submissions sent?

Submissions are sent exclusively by e-mail to grandprix@huoj.hr. Requested supplementary material is sent to the same e-mail address via channels such as Jumbo mail or Wettransfer.

- o) What is the evaluation procedure?

After the application deadline and after determining the application's formal correctness, the jury starts reading all the submitted projects. At the first meeting, a decision is made on the projects that enter the finals. All the finalists



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present their projects to the jury members at the Finalists' Festival. After the presentation of the finalists in the category, the jury members individually and in secret give the final grade to the project, which they submit to the Secretary-General. After the Festival, the notary public sums up the grades, ranks the projects and determines the winner of the category. Winners are announced at the awards ceremony.

p) What should be prepared for the Finalists' Festival?

Final projects are presented at the Finalists' Festival through a presentation lasting a **maximum of 5 minutes**. After the presentation, the jury members may ask questions and request additional clarifications. Presenting projects is an act of creativity and innovation of the presenter. All digital formats and presentation tools are allowed. The video content may not predominate in the entire presentation's duration, i.e., it may not be longer than 2 minutes.

The Finalists' Festival will take place live or remotely, depending on the epidemiological situation, and all applicants will be notified on time.

q) What should the presentation for the award ceremony contain?

The presentation for the award ceremony should not be longer than 30 seconds. It is a summary, the most important, and most attractive elements of the final project. The presentation must be in video format.

r) What is included in the registration fee?

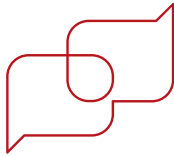
The registration fee covers lunch at the Finalists' Festival, an award, a statue, and one ticket to the awards ceremony. If additional tickets are needed, they are charged at a realistic price considering the costs of the organization.

s) How to order an additional statue?

If the winner wants additional statues and/or awards, they can be ordered at grandprix@huoj.hr with payment of the incurred cost of production.

r) How many times may one communication project be submitted?

The submitted project must be implemented within the time specified in the application form. In the case of multi-annual projects, the applicant independently chooses for which phase and which year to submit the project, taking into account that the project, regardless of the number of phases, may be submitted only once.



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4. IMPORTANT DATES FOR APPLICANTS AND OBLIGATIONS

DATE	EVENT/OBLIGATION
February 25, 2021	Competition opens
March 11, 2021	Regular registration closes
March 11, 2021	The competition closes at 6 p.m.
March 30, 2021	Registration for awards ceremony* opens
Until March 29, 2021	The jury selects the finalists
March 30, 2020	Notice to finalists and other applicants about the selection by e-mail and CPRA/HUOJ website
March 30, 2021	Notification to finalists about the timetable for project presentation at the Finalists' Festival*
April 13, 2021	Finalists' Festival - live or remote, depending on the epidemiological situation*
April 18, 2021	All the finalists are required to submit a project presentation (video) lasting 30 seconds to be played at the gala dinner and a logo
April 20, 2021	Registration for the gala dinner* closes
April 22, 2021	Announcement of the winners at the awards ceremony*

*Activities will be adjusted to the epidemiological situation.

You may contact grandprix@huoj.hr for any additional questions and clarifications.