



The British Annual Canada Travel Awards 2012

Best Canada Media Coverage 2012

Who Can Enter/submit nominations?

Journalists, Photographers, Bloggers, Editors, Television and Radio Broadcasters, Canada and UK based Provincial tourism representatives, PR companies and Tour Operators can all submit their favourite media piece, or pieces, that have appeared in the UK media, from October 31st 2011 through to 30th September 2012.

Judging Process:

Judges will be selected to give a professional and wide ranging level of expertise in travel public relations and the travel industry at large. The full list of judges will be made available upon request after the judging process has been completed. If insufficient entries are received Judges may decide not to award a winner. Up to 3 finalists will be notified, in writing, in advance, and invited to attend the BACTA's on December 13th, 2012 where a winner will be announced.

Criteria:

The following criteria will be taken into account:

- Originality and creativity in approach
- Enthusiasm for the subject matter
- How inspirational the piece is considered
- Whether or not the piece generates a desire to keep exploring
- Whether the body of work matches key CTC USP messages

How to enter:

Nominees are invited to submit a completed entry form, along with 5* hard print copies of the article or articles, or 5 DVD* copies of TV footage or radio broadcast(s), no later than October 10th 2012.

*Failure to supply the 5 copies may result in the entry being invalid.

Contact: Nim Singh, Media and PR Manager. Tel: 0207 389 9983 , singh.nim@ctc-cct.ca

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Entry form: BEST CANADA MEDIA COVERAGE 2012

Please accept my nomination for BEST CANADA MEDIA COVERAGE 2012 :

Name:

Address:

Postcode:

Tel:

Fax:

Email:

Twitter:

Entry:

Title:

Media outlet:

Date of publication/airing:

Circulation/Audience:

Media Value/Equivalent Advertising Value:

Assistance received from : (include hosts, or those responsible for organising the trip):

All print entries should be accompanied by 5 copies of articles/photographs.

All television entries should be accompanied by 5 DVD copies of footage

All radio entries should be accompanied by 5 disc copies of broadcast(s), or please provide a link.

What next?

Please save a copy of your completed form by clicking the 'save' button below. The form can then be printed and posted with hard copy supporting materials to: Nim Singh, Canadian Tourism Commission, 15 Bermondsey Square, London SE1 3UN.

Deadline for entries: 17:00 10th October 2012

Enclosed documentation will not be returned. Please keep a copy for your own records.
We reserve the right not to select a winner should entry level be insufficient.