

Press Release

Call for Entries open for the 2017 IMC European Awards

Brussels, 2 May 2017: The European Association of Communications Agencies (EACA) and the Integrated Marketing Communications Council of Europe (IMCC) have announced the call for entries for the 2017 IMC European Awards for Integrated Marketing Communications.

The IMC European Awards are open to national award winners of the 8 member countries of IMCC: Belgium, Czech Republic, Germany, Greece, Ireland, Italy, Spain and the United Kingdom. Entries from the Netherlands are also eligible to enter the Awards as the jury chair, Renate Vogt, Owner of Friends4You, represents the country as Chair of the international jury.

For 2017 a new category - Branded Content - have been introduced, to keep the awards relevant to the evolving marketing communications landscape. A full list of categories and category definitions are available [here](#).

The Awards are managed by the EACA, with the assistance of the Integrated Marketing Communications Council of Europe and with the support of [WARC](#) and [Adforum](#). The call for entries for the 2017 IMC European Awards runs from 2 May to 7 July 2017. Finalists will be announced in September on the dedicated IMCC website www.imcceurope.com.

Entries will be judged online by a panel of approximately 60 European senior industry representatives. Judging will take place from 24 July to 1 September 2017.

Click [here](#) to register for the IMC European Awards 2017.

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Notes to Editors

About the IMCC

The aim of the IMCC is to act as a central source of information for the industry and to assist in the development of the reputation and professionalism of the industry across Europe by focusing on four key areas: best practice, lobbying, recognition by way of a reputable Awards competition, the IMC European Awards and education through the IMCC International Diploma. IMCC members belong to the national associations in 8 European countries: Belgium, Czech Republic, Germany, Greece, Ireland, Italy, Spain and United Kingdom. For more information, visit www.imcceurope.com.

About EACA

European Association of Communications Agencies (EACA) is a Brussels-based organisation which represents full-service advertising and media agencies and agency associations in Europe. EACA promotes honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and encourages close co-operation between agencies, advertisers and media in European advertising bodies. For more information, click [here](#). Find us on [Facebook](#), [Twitter](#) & [LinkedIn](#).