



# 2020 AWARDS UPDATE

## THE REAL MEDIA AWARDS ARE ON!

As we emerge from COVID-19 restrictions and in answer to your emails, texts and phone calls, the Real Media Awards 2020 are still on! Entries and plans for Awards catch ups are flowing through and we are excited to continue to celebrate our collective industry and focus forward with a strong future post-COVID. Follows are some changes and announcements as we remain agile and flex to the conditions surrounding us during this time.

### CALL FOR ENTRIES

First things first, on everyone's mind...call for entries have been officially extended to close on **Friday 13 November** giving you more time to work on that winning entry.

Secondly, judging will take place virtually for all categories, excluding Best Emerging Designer, Best Emerging Talent, Real Estate & Property, Creative Design and Execution, Best in Class & Judges Choice (6 Categories), to be physically judged in a COVID-Safe environment to be determined. All other categories require a PDF of the publication to be submitted with the entry, for online judging.

Judging will be held between **16-20 November 2020**. For any keen judges out there, please contact Phillip via [phillip@thermc.com.au](mailto:phillip@thermc.com.au) to register your interest.

This year's focus remains on a holistic view of real media from print to digital, all your work across all media and marketing channels. We are no longer the catalogues, we are real media. Consider the immersion of your campaigns across all the channels you use and how they leverage across the strength of each other.

### VIRTUAL AWARDS EVENT

The annual gala evening has been cancelled due to COVID-19 restrictions. After considering all options working with State governments, the decision was made to deliver a Virtual Event on **Thursday 10 December 2020**. As we confirm the final details of the event, we will keep you all informed. Keep the ideas coming in, we are loving the creative thinking from you all.



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## SPONSORSHIP

With a new generation of the Real Media Awards celebrating work across all real media with real results, the Collective are proud to expand sponsorship opportunities to our community with new sponsorship models in place. If your company is interested in getting involved, please contact Kellie Northwood at [kellie@thermc.com.au](mailto:kellie@thermc.com.au).

## AWARDS INFORMATION SESSIONS

With this move to virtual judging and a shift to our Awards Program, we will be communicating weekly via the bulletins across the next 8 weeks leading through to our Virtual Event on **10 December 2020**. Save the Date!

Over the next 4 weeks whilst Call For Entries are open, tips and tricks and 'How To' guides are available on our website, and you will no doubt be contacted by our Awards team to offer any assistance available.

## KEY POINTS

1. Physical samples do not need to be sent to the Real Media Awards Office. Please supply a PDF of your publication.  
The only categories that require a physical sample (for obvious reasons) are Best Emerging Designer, Best Emerging Talent, Real Estate & Property, Creative Design and Execution & Best in Class.
2. Call for Entries Close – **Friday 13 November 2020**
3. Virtual Judging – **16 November to 20 November 2020**
4. Virtual Awards – **10 December (details to come). Save the Date!**

## BOOK YOUR AWARDS CATCH UP

The Awards team is across all things Awards and love to work with you and your teams on feedback, insight and inspiration on that winning entry. We've got the research and analysis on hand to provide an in-depth consultation on the Awards process from A to Z. Get in touch at [awards@thermc.com.au](mailto:awards@thermc.com.au) or at 03 9421 2206.

Get started now! [therealmediacollective.com.au/rma2020](http://therealmediacollective.com.au/rma2020)