

DMMA to host 'How to Take Home a Trophy' workshop

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With awards season upon us, the Digital Media and Marketing Association (DMMA) is offering members and non-members the opportunity to learn how to submit an award-winning entry to any one of the many local and international awards events, with its **'How to Take Home a Trophy' workshop**.

Award winners Graham Warsop, Rob McLennan, Fran Luckin and others will join judges and awards organisers Festus Masekwameng, Nikki Cockcroft and Andrew Human to share their insight into what it takes to bring home a trophy.

Jarred Cinman, Director and Chair of the DMMA Steering Committee, says: "There is more to winning an award than simply producing an amazing campaign. There are an increasing number of categories - both traditional and digital - and there is often confusion as to how to submit work, as well as the judging criteria for each category. Judges are inundated with entries; therefore, every submission needs to be packaged and presented properly to ensure that it engages the attention of the judges' and distinguishes itself from other entries, whether it's for the Loeries or for Cannes."

"With the Loeries and the Bookmarks around the corner, agencies need to focus not only on submitting their best work, but also on how the award submission is compiled."

The DMMA **'How to Take Home a Trophy'** event will be held in Johannesburg on the 25th April at the 20 West hotel in Sandton, from 09h30 - 13h30.

Delegates can expect cases studies and practical tips covering:

- The characteristics of award winning work
- How to package your work and engage the judges
- The difference between a Gold, Silver and Bronze Award, and what separates the winners from the rest
- The judging process: what goes on behind closed doors?

Confirmed speakers and panellists include:

- Nikki Cockcroft (Head of Bookmarks)
- Andrew Human (CEO, Loeries)
- Graham Warsop (Founder and Chairman, The Jupiter Drawing Room SA)
- Fran Luckin (Executive Creative Director, Ogilvy)
- Rob McLennan (Creative Director, King James II)
- Festus Masekwameng (Executive Creative Director & Founding Partner, MotherRussia Communications)
- Tony Koenderman (Editor, Ad Review)

The workshop will close with a panel discussion, chaired by Nikki Cockcroft and Jarred Cinman. The DMMA will also be giving away two VIP tickets to the Loeries and two tickets to the Bookmarks Awards to lucky delegates on the day.

The cost per delegate is R200 for DMMA members and R400 for non-DMMA members. To book, or for more information, please contact info@dmma.co.za.

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