



The 2020 IPA Effectiveness Awards Advisory Service Terms & Conditions for Agencies

To help entrants with their Awards submission, the IPA has created a subsidised advisory service that will give participants access to high-level mentors to guide them through the entry-writing process.

The mentors are all experienced consultants, former Effectiveness Awards judges and prize-winning authors.

Starting early is critical. The service is available to anyone who registers an Effectiveness Awards entry before or by **29th January 2020**.

The earlier you register, the earlier we can pair you with your mentor.

As the IPA subsidises this feature, the cost to participants is £400 +VAT per entry. This payment is due at registration and is non-refundable.

This fee will cover **five hours** of the mentor's time for each paper worked on. If an entrant would like more of the mentor's time, the entrant should negotiate an additional fee directly with the mentor in question.

To ensure that the service is efficient and avoids any confidentiality or conflict of interest issues, it is covered by the Terms & Conditions below.





Terms & Conditions for Agencies

1. Participants will be paired with one of the IPA mentors. Participants will deal with only one mentor.
2. Awards mentors will be asked to sign non-disclosure agreements and the IPA will pair mentees and mentors in such a way as to ensure there are no conflicts of interest.
3. Mentees participating in the service will be expected to provide their mentor with an outline essay plan of their proposed paper and two more detailed drafts later for discussion with the mentor, in line with the timetable set out in section 4 below.

The outline essay plan should include details of the brand featured in the case, a summary of the proposed results section, an outline of the argument by which the authors propose to demonstrate the financial contribution of their communications, and initial lists of both data to be collected and factors to be eliminated in order to prove the effectiveness of their marketing communications.

Mentors will review this essay plan and provide feedback to the mentees via a meeting or conference call expected to last up to approximately one hour and a half.

No more than a month later mentees should supply their mentor with an initial draft of their entry submission. The mentor will provide feedback on this first draft in another meeting or call lasting up to approximately one hour and a half.

Mentees may supply a further revised draft and receive a further hour's worth of feedback from their mentor.

Outside of these occasions, contact between mentees and mentor should not exceed one hour.

4. To get the maximum benefit from the Advisory Service, it is vital that mentees prepare in advance and stick to the timetable set out below which will give them enough time to receive and act on high quality feedback from their mentor.



29th January, 2020

Participants must register their entry and sign up for the advisory service by 29th January in order to be paired with an IPA mentor. Agencies that register by this time will also receive a 15% discount on their final entry fee. Shortly after this date, the IPA will contact mentees with guidance on next steps and some sample papers. The IPA allocates mentees to an appropriate mentor.

Mentors and mentees should aim to have at least their at least a first meeting early February, **as soon as possible after being matched.**

Entry registration deadline. Agencies may continue to prepare and enter cases after this date, but they will not benefit from any registration discounts and the Awards Advisory Service will not be available.

7th February, 2020:

By this date, mentees should have supplied their mentor with a first draft of their paper and arranged for this to be discussed with the mentor.

6th March, 2020:

By this date, mentees should have supplied the mentor with a second and final draft of the paper for discussion with the mentor.

31st March, 2020:

Closing deadline for the finished entry to be uploaded to the IPA Effectiveness Awards entry system. (No late exceptions).

Mentees who sign up for the Advisory Service but subsequently decide against submitting the paper they have been discussing with a mentor should alert the IPA in writing at the earliest possible opportunity.



5. Mentored agencies can decide to credit a mentor on their final submission, but this is not a requirement.

6. The relationship between a mentor and mentees is strictly confidential. Significant information may be passed between mentees and mentors regarding both the campaign in question and other elements of an agency or brand's business. This information must remain private at all times on both sides, including after the publication of the Awards entry paper or papers covered by the mentoring.

7. At no time during their co-operation on the writing of the Awards entry paper, shall either the mentor or the mentees directly or indirectly solicit or entice away either party from their employment, or attempt to do this.

8. The mentee's team should nominate a key author as the main contact for communications with the mentor. Although the mentees will only deal with one mentor, the mentor can deal with as many members of the mentee's team as is practical.

9. Both the mentor and the mentees agree that their co-operation is exclusively for the purpose of providing guidance on the writing of IPA Effectiveness Awards Papers. This relationship will automatically end after the paper or papers in question have been submitted to the Awards process. However, either party can terminate their relationship at any time before the paper is submitted by informing the IPA of this decision by email.

10. The IPA has created this subsidised mentoring service at the request of, and in conjunction with, its members. Mentors and mentees participate in the scheme as contracting entities with each other. The IPA shall have no liability to mentors, mentees or to any other parties (including IPA member agencies) in respect of any matter arising out of the scheme.

11. By participating in the awards mentoring service, you agree that you understand and will comply with these Terms & Conditions.

Failure to comply with any of these terms will entitle the IPA to suspend or terminate your participation in the advisory service and may lead to disciplinary action by your employer.