



Digital Marketing Strategy Training 2020 - Terms and Conditions

Definitions: In these terms and conditions references to 'Media Trust' should be read on the understanding that Media Trust is working in conjunction with The Marketing Trust for the purposes of the 'Digital Marketing Strategy' initiative.

1. Criteria for Awards

- 1.1 Media Trust will only consider entries from charities registered in the United Kingdom.
- 1.2 Only one entry per charity will be considered.
- 1.3 Entries must be submitted via the entry form online. If there are any problems with doing so, please contact aimeedb@mediatrust.org
- 1.4 In making an entry, all the mandatory questions on the application must be answered in full as per instructions.

2. Submission of Entries

- 2.1 Entries will only be considered if all mandatory sections of the entry form have been completed as directed.
- 2.2 In the course of making your entry we will ask you for certain personal information such as email address and telephone number. This information is stored on our database.
- 2.3 You are asked to note that by entering this initiative and submitting information in the course of acting on behalf of your charity, you consent to our collection of and use of any personal information you provide (whether concerning your organisation or any of its supporters or beneficiaries), in relation to and for the furtherance of this initiative.
- 2.4 You acknowledge that all information is submitted at your own risk and Media Trust cannot accept any responsibility or liability (other than liability that cannot, as a matter of law, be excluded) for any loss resulting to you from the use or loss of ideas, data or information submitted by you.
- 2.5 You also acknowledge that it is your responsibility to ensure that you have the necessary consents to enter the initiative and to pass on a third party's email address or any other details to Media Trust.

3. Timing of Entries

- 3.1 Applications may be submitted at any time up to and including 5pm on Tuesday 17 December 2019. Any submitted entries that are submitted after 5pm will, at Media Trust's absolute discretion, be deemed to be ineligible for the initiative.
- 3.2 Where an entry is submitted before Tuesday 17 December 2019, and where the information provided does not satisfy the Terms & Conditions, Media Trust will endeavour to notify the applicant as soon as



possible so that the necessary amendments can be made. Media Trust does not, however, guarantee that it will be able to do this in every case.

3.3 Media Trust will endeavour to notify the 96 successful charities of their free place on one of the 'Digital Marketing Strategy' training workshops by Wednesday 15 January 2020. If you haven't heard from us by this date, please consider your application unsuccessful on this occasion.

4. Intellectual Property Rights (IPR)

Where any materials or content that you submit are protected by intellectual property rights (such as copyright) it is your responsibility to make it clear that such materials or content are so protected. You accept that by submitting such materials you grant to Media Trust (and by extension to any undergraduate students and creative agencies and broadcasters selected at the absolute discretion of Media Trust pursuant to clause 6) a non-exclusive, royalty free license to use and publish all such material (or any part of it), which may be edited, cropped or otherwise modified by Media Trust (and its selected partners) in any way and at any time and in any media, for the purposes of furthering Media Trust's 'Digital Marketing Strategy' initiative.

5. Selection Process

5.1 The selection of the 96 successful charities getting a free place at a 'Digital Marketing Strategy' training workshop will be made, at their absolute discretion, by a committee of people, who will be drawn from across Media Trust and marketing experts to create the judging panel.

5.2 The judging panel will seek to select those charities who answer both questions listed on the survey with engaging, attention-grabbing and impactful explanations. Considerations will particularly be given to those charities, which demonstrate the likely positive impact of the marketing strategy support that they would receive if successful. Considerations will also be given to regional spread.

5.3 There are a limited number of circumstances in which a charity or application will not be eligible for the initiative. These are:

a) Any registered UK charity connected to or affiliated with any registered political parties or associated organisations (including any lobbying organisation), or any other group that has a stated political opinion or objective or an objective or aim that is polarising.

b) Any charities not registered in the UK

6. The Prize

The 96 successful charities will each receive one free place for one named member of staff or a volunteer at one of the 'Digital Marketing Strategy' training workshops on one of the following dates:

- Tuesday 18 February – London
- Tuesday 18 February – Manchester
- Wednesday 19 February – Leicester
- Thursday 20 February – Bristol
- Tuesday 25 February – Bournemouth/Pool

The logo for Media Trust, featuring the word "MediaTrust" in white text on a blue rectangular background.

- Tuesday 25 February – Edinburgh
- Wednesday 26 February – Newcastle
- Thursday 27 February – London

Media Trust nor The Marketing Trust will be liable for any costs incurred by any of the 96 successful charities to cover travel expenses, accommodation, or refreshments, food or other hospitality costs related to travelling to, attending or travelling from the event.

7. Contacting Us

The initiative and the management of this entry and selection process is carried out by Media Trust. Should you have any questions regarding the initiative or the entry process or any other concern, please contact Aimee Dorsett Browne on:

Email: aimeedb@mediatrust.org

Telephone: 0207 871 5600