



Loeries Creative Week 2019 - Media Accreditation Form

We're excited to welcome you to the pinnacle of creative excellence across Africa and the Middle East - Loeries Creative Week 2019, from 19th – 25th August in Durban, South Africa.

Please complete this form and return it to loeries@media.com clearly marked as MEDIA ACCREDITATION.

All media will be advised of your ticket allocation within 14 days of accreditation application. However, if you require urgent feedback prior to this in order to make travel arrangements, please let us know.

Please note:

- In the instance of broadcasting crews, every member of the crew, including the presenter/s, needs to apply for accreditation
- Media accreditation is non-transferable once allocated

JOURNALIST DETAILS

Title	
First Name	
Last Name	
Email Address	
Cellphone Number	
Company Name	
City	
Country	
Website Address	

MEDIA CHANNEL

We would like to know more about your area of media engagement. This will allow us to better understand what total circulation and reach that our accredited media includes.

Please tell us a little more about your outlet and audience. My work flights:

Online	<input type="checkbox"/>
I'm a blogger and/or social media influencer	<input type="checkbox"/>
On broadcast media	<input type="checkbox"/>
In print	<input type="checkbox"/>
Mixed channels (please specify)	<input type="checkbox"/>

1. Online

Website Address	
Monthly Page Impressions	

2. Bloggers & Social Media Influencers

Blog site & Number of followers	
Instagram account & Number of followers	
Twitter handle & Number of followers	
Other (please advise) & Number of followers	

3. Print

Name of Publication	
Publication Type	
Circulation & Readership	

4. Broadcast (TV/ Radio)

TV Network/ Radio Broadcaster	
Programme Name	
Channel/ Frequency	
Viewership	

CREATIVE WEEK ACTIVITIES

This year we are offering one-day, two-day or three-day media passes as well as special access during judging for media who would like to interview members of the 300 strong panel from across Africa and the Middle East as well as four international Jury Presidents.

Based on the activities you will be covering, we will allocate you the appropriate pass.

Please note that all activities take place at the Durban ICC.



What's Happening	Date	Time	I'll cover it
Loeries Judging	Monday 19 – Wednesday 21	08h00 - 17h30	
Loeries Expo – An exhibition display from Official Loeries Partners	Thursday 22 – Friday 23	09h00 - 19h00	
MasterClasses Session 1 – There will be 4 options to pick from so please keep an eye on loeries.com	Thursday 22	10h00 - 13h00	
MasterClasses Session 2 – There will be 4 options to pick from so please keep an eye on loeries.com	Thursday 22	14h00 - 17h00	
DStv Seminar on Creativity – Loeries Jury Presidents and global industry thought leaders share their creative insights	Friday 23	09h00 - 16h00	
Woolworths Student Portfolio Day – Delegates meet the top creative students from across the country	Friday 23	07h00 - 17h00	
The Loeries Awards Ceremony	Friday 23	20h00 - 22h30	
The Loeries Awards Ceremony	Saturday 24	20h00 - 22h30	
Official After Party – Close out Loeries Creative Week in style	Saturday 24	22h45 +	

TERMS & CONDITIONS

This accreditation does not include travel, accommodation and partners.

Media accreditations will only be issued to members of the media who wish to attend the Loeries to report on the event. Non-editorial staff (PR, Communications, Marketing, Sales, and Publishers) must please register as a delegate.

Proof of media status is required to be submitted by all media as follows:

PUBLICATION & ONLINE JOURNALISTS

Copy of a recent by-lined article (no more than 1 month old)

FREELANCE JOURNALISTS

Copy of a recent by-lined article (no more than 1 month old)

FILM & RADIO CREWS

A letter, on company letterhead, confirming details of the programme and when it will be broadcast.

BLOGGERS

URL link to a recent by-lined article (no more than 1 month old) URL link to the page on the blog, which shows your name and job title.

PLEASE NOTE: Agency blogs, personal blogs and fan sites do not qualify for media accreditation. Only established and well-regarded blogs will be considered for media accreditation.

PHOTOGRAPHERS

URL links to your recent by-lined photographs If you work for a publication/online media company – URL link to the editorial masthead where your name is listed. If you are a freelancer – a commissioning letter from the Editor-in-Chief will suffice.

GENERAL

- Applications for media accreditations should be submitted, including proof of experience, prior to the Loeries. Your application is not considered complete until you have received confirmation that your application has been approved.
- The Loeries organisers reserve the right to allocate the number of days each journalist gains access.
- Journalist accreditation to attend the Loeries activities is complimentary.
- The Loeries organisers reserve the right to publish the statistical information contained in your journalist accreditation request form as part of any post-campaign analysis reporting.
- Photographers need to contact the Loeries to photograph the awards ceremonies.
- Filming is strictly forbidden during the awards ceremonies. Footage can be provided by the Loeries to TV stations. For further information, as well as material and facilities available to journalists, please contact the Loeries Office or refer to the media kit.
- All material supplied by the Loeries Office to journalists is strictly only to be used for the Loeries coverage.
- The Loeries organisers reserve the right to decline media accreditations.
- You may be requested to send your 2018/2019 Loeries coverage (articles, TV programme etc) to the Loeries. Failure to do so may jeopardise the processing of your 2019 media accreditation. Media accreditations issued for previous Loeries does not guarantee entry to the 2019 Loeries.