



European Agency Awards 2024 Entry Form

Please complete this entry form and upload it via the online entry portal [here](#) along with any supporting files.

Please note all documents must be under 2MB.

- You can upload multiple entries via the online entry portal. You will need to fill out a separate entry form for each entry e.g., five entries = five individual entry forms
- If you are uploading the same entry into another category, you will need to edit your entry form appropriately to match the category criteria.
- Please make sure the correct category is checked in section B. If the correct category is not checked, your entry may be classed as void and therefore not judged.
- Entry questions are dependent on your chosen category, so please take care when filling out each entry. Please delete any sections of the entry form not required for your category.
- If your entry form does not match your online submission and category selection, your entry may be classed as a duplication error and may not be judged.
- **All entries must not exceed 1000 words.** The word count does not include the company information/summary in section A or the questions already within the form.
- All entries should relate to work carried out between **March 2023 - July 2024**
- Please follow the format and order of the criteria within this form. If you do not use the entry form below or miss information from your submission you may be penalized by the judges.
- All judges are bound by our terms and conditions and are required to acknowledge these prior to logging into their judging portals. Our judging T&C's can be found here: <https://europeanagencyawards.com/terms>
- For more information on how to enter, entry fees and the deadline date, visit <https://europeanagencyawards.com/how-to-enter>

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Payment for all entries must be made at the time of submission.
- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	SEC Newgate EU
Contact Name	Vanessa Terrier

By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.

SECTION B – SELECT YOUR CATEGORY

Please select your category carefully and insert an X in the second column. Entry questions are dependent on chosen category – please complete section C, D, E or F as indicated.

1. Best Social Media Campaign		Please complete section C
2. Best SEO Campaign		Please complete section C
3. Best PPC Campaign		Please complete section C
4. Best PR Campaign		Please complete section C
5. Best Not-for-Profit Campaign		Please complete section C
6. Best Marketing Campaign		Please complete section C
7. Best Integrated Campaign		Please complete section C
8. Best Event		Please complete section C
9. Best New Business Campaign		Please complete section C
10. Best Crisis Communications or Response Campaign		Please complete section C
11. Campaign Effectiveness Award		Please complete section C
12. Best Pan European Campaign		Please complete section C
13. Best Use of AI in Client Campaign		Please complete section C
14. Best AI Agency Software Solution		Please complete section C
15. Best Agency Culture		Please complete section D
16. Best Charitable/Corporate Social Response Initiative		Please complete section D
17. Best Culture Transformation Initiative		Please complete section D
18. Best Flexible Working Policy		Please complete section D
19. Best Inclusion and Diversity Initiative		Please complete section D
20. Rising Agency Star Award	X	Please complete section E
21. Best New Agency		Please complete section E
22. Digital Agency of the Year		Please complete section E

23. Media Buying Agency of the Year		Please complete section E
24. B2B Agency of the Year		Please complete section E
25. B2C Agency of the Year		Please complete section E
26. eCommerce Agency of the Year		Please complete section E
27. SEO Agency of the Year		Please complete section E
28. PPC Agency of the Year		Please complete section E
29. Integrated Search Agency of the Year		Please complete section E
30. Social Media Agency of the Year		Please complete section E
31. Marketing Agency of the Year		Please complete section E
32. Creative/Design Agency of the Year		Please complete section E
33. Advertising Agency of the Year		Please complete section E
34. CRO Agency of the Year		Please complete section E
35. UX Agency of the Year		Please complete section E
36. Independent Agency of the Year		Please complete section E
37. PR Agency of the Year		Please complete section E
38. Innovative Agency of the Year		Please complete section E
39. Integrated Agency of the Year		Please complete section E
40. Best Small Agency of the Year		Please complete section E
41. Best Large Agency of the Year		Please complete section E

SECTION E – AGENCY / TEAM / RISING AGENCY STAR AWARDS

Please complete the following sections providing details of the agency / team / individual that you are entering. Please note entries can be self-nominated or nominated by a third party and must not exceed a total word count of 1000 words.

All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry.

Name of Nominee - Agency / Team / Rising Agency Star

Please keep this concise as it will appear on the website if you are shortlisted.

Julia Piwowarska

Date of Birth (Rising Agency Star nominees only)

Please note that nominee must be under 30 on October 19, 2023

13 December 1998

Contact email address of nominee (Rising Agency Star nominees only)

jpiwowarska@secnewgate.eu

Contact phone number of nominee (Rising Agency Star nominees only)

+32 491 19 24 43

Overview of the Agency / Team / Rising Agency Star nominee

Please include numbers, staff turnover, roles etc for agency and team nominations or current and previous job roles etc for Rising Star nominations

At SEC Newgate EU, Julia is a media consultant specialising in policy communications and media relations, whose main responsibilities include:

- Advising clients on messaging and contributing to creative media relation strategies to ensure maximum engagement and impact.
- Execution of media strategies – this includes drafting materials like press releases, op-eds, articles and pitches, as well as media outreach, setting up meetings, briefings and editorial boards.
- Mapping and keeping track of relevant reporters, key opinion leaders, trends and topics of relevance across sectors to inform the clients' media engagement and strategy.
- Managing and executing monitoring activities that inform clients' media activities and keep them abreast of trends and developments.
- Delivering media training for clients, equipping them with tools for successful media engagement through a mix of theory and practice.

- Auditing and tracking clients' media presence, providing them with in-depth reports on analytics, performance and sentiment analysis in the media.
- Aside from client work, Julia is also a valued contributor to SEC Newgate EU's marketing activities. She took over as the editor of the monthly [#TechAways](#) newsletter, covering tech news from outside the Brussels bubble. Since taking over, the newsletter increased its subscriber base by 42% and also launched on LinkedIn, gaining 763 followers since its launch in February 2024. She also contributes to [#TradeViews](#), a trade policy newsletter offering insights into trade and external relations trends in Brussels and beyond. Finally, Julia helps organise the [#BrusselsCalling](#) media series, where prime figures in European politics (such as Ombudsman Emily O'Reilly, Commissioner Mairead McGuinness or Canadian Ambassador to the EU Ailish Campbell) turn the tables on journalists from top publications like Financial Times, POLITICO Europe, AFP.

Julia started as an intern in March 2022 and was soon offered a permanent position as Media Consultant (Account Executive) in September 2022. Thanks to her contributions to the clients and company, she was promoted to Senior Account Executive in February 2024.

Prior to joining SEC Newgate EU, Julia fostered her skills at the Office of Congresswoman Marcy Kaptur in Washington D.C. and the Confederation of British Industry in Brussels, where she worked on international trade policy and Brexit developments. Julia holds a bachelor's degree in Politics and International Relations from the University of Bath. She is fluent in Polish and English.

Agency / Team / Rising Agency Star objectives (1-10 points)

Tell us what you were looking to achieve and any targets that have been set within the agency or team to help achieve your goals. We recommend showing targets as quantifiable metrics e.g., 'Increase conversions from 150 to 300 a month' rather than 'Increase conversions by 10%'.

Julia's objectives for 2023 – 2024 were:

- **Become more involved in new business initiatives and gain a better understanding of the business processes, including pitching and creating budgets.** Since setting the objective, Julia has contributed to several new business proposals and was involved in multiple pitches. Many of those were successful, including European Cockpit Association, HIAS Europe, Glass Fibre Europe and Schneider Electric, bringing in approximately €195,000.
- **Embrace projects in their entirety, further improve strategic thinking.** Julia has taken on HIAS Europe as an account lead and has been in charge of contributing to strategic planning for clients for 2023/2024, including Uber, the International Association of Privacy Professionals and Xylem. She was also an active participant and contributed creative media and communications ideas in client workshops for Glass Fibre Europe, European Cockpit Association and Cosmetics Europe.
- **Empower colleagues within and outside the team.** Across the year, Julia has successfully supervised a colleague within her team, supporting her in the transition from a trainee to consultant position. She has also taken up a leadership role as co-chair of the company's Happiness and Inclusion Practice, which spearheads various

diversity, equity and inclusion initiatives.

Recent work example(s) (1-10 points)

Please include details of recent client or campaign work. How does your recent work display creativity and make your team or agency stand out amongst others?

Julia has delivered work recognised by all clients and used creative thinking to draw media attention to their messages. She utilised her knowledge of the media and policy landscape to connect the dots between what and how the clients want to share, and what draws the attention of journalists.

- 1) **Setting up an editorial board for BSA | The Software Alliance:** As Euronews expanded their coverage of EU policy, Julia arranged an editorial board with their tech and business reporters for BSA | The Software alliance, the leading global advocate for enterprise software companies. The discussion allowed to acquaint the BSA team with journalists and gave the reporters a chance to ask questions about a host of EU digital files, as well as the industry insights on those.
- 2) **Engaging media training for BSA | The Software Alliance, European Plasticisers, Uber and Xylem:** Alongside other media team members, Julia prepared and delivered media training for multiple clients, customising each training for their needs. The theory part helped the trainees understand the Brussels media landscape and key rules of engagement with journalists. Through tailor-made practice questions and feedback sessions, participants had a chance to exercise and improve their ability to define key messages, develop responses to tricky questions, command control of the interview and avoid getting misquoted.
- 3) **Engaging clients and prospects through the #TechAways newsletter:** As the editor of the monthly tech-focused newsletter, Julia spotlights topics of relevance for SEC Newgate EU's clients, prospects and other guests. In the [October 2023 issue](#), representatives from BSA | The Software Alliance, Xylem, IBM and the International Association of Privacy Professionals gave their views on challenges and opportunities of AI development.

Details of any recent achievements (1-10 points)

What makes your team or agency stand out? Please include details of any achievements you feel make your agency, team or rising star award worthy. What are you proud of?

1) **Securing a Euronews [broadcast](#) interview for HIAS Europe**

At the time when EU media is saturated with stories about migration and asylum, Julia pitched a unique angle to profile HIAS Europe, one of the world's oldest refugee organisations. Knowing of Euronews correspondent Stefan Grobe's interest in the topic of antisemitism and xenophobia in Europe, Julia introduced HIAS as an expert on the subject. Julia used the organisation's work on the EU-funded Neighbours Project (bringing Jews and Muslims together at a community level) as a hook for engagement.

As a result, Ilan Cohn, Director of HIAS Europe was featured on Stefan Grobe's *State of the Union* show, where he had a chance to speak about the Neighbours Project and HIAS's broader work. The interview was broadcast in six language versions – English, French, Italian, Spanish, Portuguese and Russian.

2) Organising two rounds of informal media drinks for Uber

In the spring of 2023 and 2024, Julia organised two informal media drink events for Uber. She targeted relevant technology, transport and environment journalists to introduce the client to new reporters and foster existing media relationships. Thanks to the team's ongoing commitment to cultivating long-term, valuable connections throughout the year, the second round of drinks was event more successful than the first. The most recent event drew a crowd of 16 reporters from top publications, such as the *Financial Times*, *POLITICO Europe*, *EURACTIV*, *MLex*, *AFP*, *Euronews*, *The Brussels Times*, *Bloomberg*, *MNI*, *EFE* and *Foresight CE*.

3) Coverage of Xylem in [The Next Web](#)

Xylem, a leading global water technology company, was profiled by the SEC Newgate EU media team as an expert on environmental and trade policy in the Brussels media. With the European elections taking place in June 2024, the opportunities to comment on legislative developments were few. To increase the visibility of Xylem, Julia proposed to target European outlets focused on technology and innovation. With Xylem having recently developed a beer made out of recycled wastewater for a trade conference IFAT, Julia managed to secure a standalone [article](#) in The Next Web, opening Xylem to a new audience of readers outside of the EU bubble.

Details of any challenges faced and how these were overcome (1-10 points)

What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?

- Julia coordinates with clients who often are sceptical about liaising with journalists or have never engaged in media relations before. She advises them on the best ways to interact through finding relevant content hooks, media training and day-to-day exchanges, building trust and ensuring that both the client and the reporter find the engagements mutually beneficial.
- On the other hand, Julia has to navigate the ever-changing media landscape and keep track of journalists' interest and preferences, to ensure they are engaging with what the clients have to offer. She understands and empathises with the underlying challenges of newsroom work, ensuring that the media relationships built can last long term for the benefit of current and future clients.

Why should your Agency / Team / Rising Agency Star win? (1-10 points)

Please detail what you feel makes you stand out amongst others and why you feel your entry is award winning. What makes you unique? What gives you the competitive edge?

Julia uses her knowledge of media relations, policy and communications to deliver quality results for clients, who often have little-to-no experience in media engagement. Tania Pentcheva,

- Xylem's Director Europe Government and Industry Relations, said "Julia is an impressive young professional delivering on her work with lots of enthusiasm and diligence. With the work she is supporting our company, she demonstrated that she is always willing to go the extra mile, with flexibility and pragmatic approach in a fast-changing EU policy landscape. We fully support her nomination for European Agency

Awards' Rising Star Award."

- Paolo Ganino, Policy Comms Lead at Uber, said "Julia's expertise in media relations and tech policy is truly impressive. I've had the pleasure of working with her in my roles at both Uber and Twitter, and her contributions were outstanding. Not only does she have a knack for staying ahead of policy developments, but she's also great at coming up with ideas and strategies that hit the mark within the Brussels bubble. She's a joy to work with, and her talent truly sets her apart in the world of EU policy communications."

She manages to keep on top of developments and trends across media and policy to effectively connect the dots and therefore match the client's needs and expectations with relevant media. She delivers results such as interviews, media briefings, mentions in articles, ed-boards and others.

Aside from her hard skills as a media consultant, she masters the soft skills that consultancy work requires. From problem-solving, creativity to communication, her approach allows her to work efficiently with her team, the clients and the journalists.

As the co-chair of SEC Newgate EU's Happiness and Inclusion Practice, Julia is a big champion of diversity, equity and inclusion. She puts those values in practice both within the company, as well as her daily work with clients.

Julia goes above and beyond client work, being an important contributor to SEC Newgate EU's marketing activities. She stays active as the editor of #TechAways and support for #TradeViews newsletters, also assisting the award-winning #BrusselsCalling event series.

Thank you for considering her for the rising star award. We at SEC Newgate EU would be honoured to have her unique skills and potential recognised.

URLs

HIAS Europe broadcast interview in Euronews: <https://www.euronews.com/my-europe/2024/05/10/state-of-the-union-xi-in-europe-and-alarming-new-data-on-antisemitism#:~:text=Euronews%3A%20HIAS%20was%20originally%20founded,Ukrainian%20refugees%20in%20Eastern%20Europe>.

May edition of #BrusselsCalling with the Canadian Ambassador:
<https://www.secnewgate.eu/brusselscalling-moderated-by-ambassador-of-canada-to-the-eu-dr-ailish-campbell-4-takeways/>

#TechAways October 2023 issue: <https://www.secnewgate.eu/techaways-ai-galore-%F0%9F%A4%96-digital-spirituality-%F0%9F%94%AE-and-3d-printed-brains-%F0%9F%A7%A0/>

#TechAways February 2024 issue: <https://www.secnewgate.eu/techaways-eu-tech-journey-confessions-%F0%9F%9B%90-ai-politicians-%F0%9F%93%A2-outsmarting-smart-cars-%F0%9F%9A%97/>

#TradeViews June 2024 issue: <https://www.secnewgate.eu/tradeviews-electric-dispute-freezing-fry-tariffs-deforestation-letters/>

Xylem article in The Next Web: <https://thenextweb.com/news/xylem-german-wastewater-beer>

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Please detail any supporting documents you are including as part of your submission
Optional – please upload to online entry portal when submitting this entry form

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