



EUROPEAN
CARTON
EXCELLENCE
AWARD



YOUNG
DESIGNERS
AWARD



STUDENT
VIDEO
AWARD

2023 Awards: A new team

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Introduction

Pro Carton's pan-European Awards 2023, comprising of the European Carton Excellence Award, Pro Carton Young Designers Award and Pro Carton Student Video Awards will take place during the ECMA Congress and Awards Gala in Seville, Spain from **21-22 September**. This year, the awards will be managed by Storm Communications.

Storm has been Pro Carton's European communications agency for over five years, successfully helping to promote the virtues of cartonboard in the trade and national media. As part of its remit, the agency has helped promote the awards programme through the media and on social media.

Due to team changes, we have decided to expand Storm's remit to cover the management of this year's awards. The team will be responsible for promoting the three awards, but also coordinating entries, assisting entrants and supporting with the Awards Gala in September.

We are pleased to be working with Storm on this year's awards and believe that together, this new partnership will help deliver an even better programme of activity that will benefit the entire industry.



Storm's Scope of Work

Award entry management

Engaging with mills, converters and universities around Europe to ensure a high number of excellent entries. Setting up a professional judging process and ensuring all deadlines are met.

Media promotion

Creating a strong flow of media communications to highlight the awards and their respective deadlines.

Social media content

Developing creative content for all relevant channels and ensuring they are maintained daily, with all enquiries responded to in a timely manner.

Website management and content

Ensuring all content on the website is kept up to date and producing new pages/content, when appropriate to aid SEO and improve user experience.

Awards Gala

Delivering an exceptional live event in Seville that is professionally produced and showcases the brilliance of the cartonboard industry.



Introducing The Storm Team



Adam Craig | Head of Corporate

Over 15 years' experience working within the packaging sector, including a stint at Epson Europe managing European communications and large-scale client events. Adam will oversee the activity and ensure high quality delivery.



Danielle Wolstencroft | Marketing Director

An experienced marketing professional who joined Storm from RX Global where she was responsible for managing one of the world's largest events for the aviation sector. Danielle will be responsible for the management of the team and ensuring all timelines are adhered to and KPIs met.



Olivia Evans | Senior Account Manager

A passionate mid-level operator who is a French speaker and has experience of running events for Bath Rugby and the Stadium for Bath. Olivia will be responsible for the day-to-day execution of the awards campaign, communicating with the converters, mills and universities, acquiring new entries and ensuring entries are received on-time.



Katie May | Account Executive

As a junior executive in the team, Katie's main role will be supporting Olivia with research and administration, as well as liaison with suppliers.



Lisa Moore | Content Director

A hugely experienced trade journalist, who has worked in the grocery retail and marketing sectors for over two decades. Lisa will be responsible for drafting any detailed website copy and scripts.



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Benefiting from Team Synergies

The appointed team will work closely with the Pro Carton communications team to ensure consistency and deliver efficiencies in our workflow, allowing for greater collaboration and alignment in timings, while enabling contingency plans.

