

AMMA 2023

Invitation for the Expert Jury of the AMMA 2023

You are invited to be a member of the Expert Groups of the AMMA 2023, the prestigious awards organised by CommPass together with the UMA.

The AMMA jury consists of experts from all segments of the media industry and is composed by Lieve Pattyn, Sales & Marketing Director at EG, Media Advertiser of the Year of the AMMA 2022.

We will be delighted to welcome you on **19 April** or **20 April** at the sessions of the expert jury's who will each nominate 5 cases within a category.

We therefore ask you to send us a reply via this link by 20 February at the latest: [CONFIRMATION OF YOUR PARTICIPATION](#)

You will also find all information about the agenda of the expert group sessions and the activities in the AMMA calendar for 2023.

We are proud to welcome you to the jury and thank you for your contribution to the success of AMMA 2023.

Lieve Pattyn, AMMA 2023 Jury President

& the AMMA-team

AMMA 2023

Dear member of the AMMA Jury,
Below you can discover all the activities in the AMMA Calendar to add to your agenda.

Please confirm by 20 February at the latest whether you accept to be part of the AMMA jury's expert group on 19 or 20 April for the category <include>.

Click on this [link](#) to confirm your participation by mail.

CALENDAR OF AMMA ACTIVITIES

All dossiers competing for an AMMA must be sent to our platform by 5 April.

6 April: You will receive an access code which will allow you to consult all the files of your category on the AMMA platform. All jury members prepare the session through an obligatory pre-vote.

19 April: 6 expert groups will evaluate the files of their category in order to identify the 5 best cases with 40% of the points.

09h15-11h00: Best Use of Performance Marketing & Best Use of Native & Content

11h15-13h00: Best Media Strategy & Best creative Media Use

14h00-16h00: Innovation & Development of the Year & Best Use of Data

20 April: 3 expert groups will evaluate the files of their category in order to identify the 5 best cases with 40% of the points

09h15-11h00: Media Research of the Year

11h15-13h00: Best Use of 1 Medium

14h00-16h00: Media Sustainability Award

As a member of the jury, you are invited to the following events:

30 March: The CommPass Special Research & Innovation Session offers the opportunity for all candidates in the categories Media Research of the Year and Innovation & Development of the Year to present their case to the audience and the jury members. At the end of this session, all attendees can vote for the 5 best studies.

9 May: You are invited to the UMA Get Together Nominees Day. During this fascinating afternoon, the 5 nominees of 6 AMMA categories will present their dossiers on stage in a concise manner to the public and the AMMA jury members. (Best Media Strategy; Best Creative Media Use; Best Use of Data; Best Use of Native & Content; Best Use of Performance Marketing, Media Sustainability Award)

8 June: The winners of the Gold, Silver and Bronze AMMA will be announced during the AMMA Ceremony. (Live Webinar)

NB: The members of the Expert Jury's do NOT have free access to the AMMA Ceremony

MAIL AMMAJURY@GMAIL.COM

Subject: Confirmation of participation in the AMMA expert jury

I confirm my participation in the expert group of the AMMA jury for <include> and will be present at the jury sessions.

My title to be mentioned on the website:

I hereby also send you my photo