



Project management & Installation.

What can I enter? Installation/ implementation and postplacement activities, with entries covering the project management of display being rolled out into store, along with compliance, maintenance, merchandising and staff training projects.

1. Summarise the 3 key elements of the project that you believe are the most important. This is your chance to succinctly highlight the most noteworthy elements of the project – to help the judges focus on them throughout the remaining questions (150 words max)
2. What were the project objectives and how did you interpret these? Were you supplied with a clear brief? What level of interpretation was involved? What elements of your tender or proposal do you think stood out? (200 words max)
3. Describe the planning process, highlighting challenges and how they were addressed. Did the plan have to be altered during the project? (200 words max)
4. List the project complexities, giving a brief description of each. For example, complexities of scale, technical constraints, shopper technology integral to the display, international factors, diversity of retail estate (200 words max)
5. Describe the single most complex element of the project (100 words max)
6. What specialist resources were involved in the project? How were these evaluated and monitored? What technical skills were required to complete the project? Detail any training involved. Were there any infrastructure issues? How was the project supported? (200 words max)
7. What factors arose during the lifecycle of the project that may have affected the timescales and how were they overcome? What were the critical timings involved and how challenging were they? How did they impact on the project? What systems and processes were put in place to deliver within the timescales and how were they managed? (200 words max)
8. Taking into account the project objectives from question 2, what measures were put in place to monitor the performance of the project and what were the results?



Describe how both client-led and internal measures enabled effective performance management (200 words max)

9. What specific challenges, issues and considerations did you deal with during the project, that the judges should pay particular attention to? (200 words max)

Client Quote (50 words max)

Your entry must be supported with at least 3 images and a maximum of 5 in total. At least one of these must be of the entry in the retail environment of at least 300dpi at A4 size. When uploaded these will display below and you can replace these if necessary.

Image guidance:

- Only use .jpg or .png files. Max file size 10mb.
- Use high resolution images where possible
- Visuals or technical drawings must only be used if they provide detail not clear from the photograph
- Collages of images are not accepted (except in Shopper Marketing Campaigns, these will not be used as your main image for any marketing of your entry with POPAI)
- Consider using a before and after image for entries where it may add value to the entry
- Insights category – if a display is not part of your entry please upload at least 1 image to illustrate your entry for use in promotional material

(Optional) Include a video to demonstrate the practical use of your entry in its retail context, demonstrate a particular feature or bring the entry to life for the judges.

Upload your video in MP4 format, a maximum of 1 video of 1 minute in duration and no more than 15MB.

Upload your PDF as proof of shipment/delivery. This may be a statement letter from a brand/retailer, shipment receipt or delivery note.