



Netimperative announces call for entries for The Imperatives Digital Awards 2006

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URL: <http://www.pr9.net/business/marketing/2944november.html>

Following the success of the inaugural awards in March 2005, the Imperatives Digital Awards 2006 will celebrate high achievement in the digital industry.

PR9.NET November 14, 2005 - As before the awards aim to celebrate brands, agencies and media/site owners who exceed expectations and truly innovate.

A major difference between the Imperatives and other awards events, is its method of judging. Unlike other events, entries are judged by industry peers, as well as respected industry leaders.

Once entries have been submitted, a panel of expert judges decide on a shortlist of up to five in each of the 16 categories. The shortlist is put to a public vote, allowing the industry itself to decide on the most deserving winners.

Categories include: Special Lifetime Achievement, Hottest new start-up, Best search campaign, Best search application, Best site, Best interactive agency, Best media owner, Best interactive advertising campaign, Best use of mobile, Best use of email, Best use of viral, Best digital entertainment, Best use of ecommerce, Best use of technology and a 'Wildcard' category.

The call for entries takes place this Wednesday at the DMZ – Digital Marketing Zone trade show event at The Energy Clinic, Commercial Street, Liverpool Street, London. Early birds may wish to get their entries in pre-Christmas although the official deadline is not until January 27th 2006.

The awards party itself will take place on Thursday March 30th 2006 at the chic CC Club and over 500 guests are expected to attend a club night. The ceremony is also different from other award events: avoiding the usual dinner dance style favoured by other trade magazines and giving attendees a great club night instead.

More information on the awards and to download a form go to:
<http://www.netimperative.com/events/theimperatives2006>

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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