



**Magiczny
Kraków**

Krakow fair nominated for the Golden Paperclip award!

2023-10-27

The 25th International Book Fair in Krakow® has been nominated for the 21st 2023 Golden Paperclips awards! From a record 482 submissions, the jury selected 108 nominees in 35 categories.

The jury evaluated the projects in five areas: challenge, diagnosis, strategy, creation, and effectiveness. On its 25th anniversary this year, the International Book Fair in Krakow® will compete for the 2023 Golden Paperclip award in the commercial event category. Also competing are the *Predator Games 2023 Finale* (ACER POLAND, WE!RE Fantasy, Gam3rs_X, Melmak Marketing Agency) and *the Hacked Concert in Roblox* (Hill+Knowlton Strategies, ING Bank Śląski, Gong).

The Golden Paperclip awards is the largest PR competition in Poland. Its goal is to increase professionalism and raise standards in the public relations industry by promoting the best, most creative and reliably executed PR projects. The jury for this year's awards included 106 people, both practitioners and experts from PR agencies, as well as representatives of business and non-governmental organizations, the media and academia. Marta Józwiak, Director of Communications, Central and Eastern Europe, Google, was appointed to chair the Jury in the 21st Golden Paperclips awards.

The winners of this year's awards will be announced on 8 December at the gala.