

## APPLICATION FOR MEDIA ACCREDITATION

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Applications for media accreditation are now being accepted for Perth Fashion Festival 2011, Western Australia's largest annual fashion event to take place from 21 - 27 September.

Please note:

- Media passes cannot be guaranteed. Priority will be given to applicants reporting directly for media outlets and remaining places will be awarded on a first come, first served basis.
- Application forms must be filled out individually. Organisations wishing to send more than one representative (e.g. journalist and photographer) will need to submit forms for each person attending.
- Media need only request accreditation for events at Fashion Paramount and His Majesty's Theatre.
- Media do not need accreditation for events held at Fashion Central.
- Reporting journalists will need to request accreditation for a seated ticket.
- Media with cameras will need to request accreditation for the media pit.
- Media attendance at all other PFF events not listed on this accreditation form is by invitation only i.e. VIP Launch, Hyogo Banshu Project and fashion lunches.
- All application forms must have a signature of approval from the Chief of Staff / Editor.
- Television news stations unable to supply reporter's and / or camera operator's names in advance should submit applications under the Chief of Staff and contact **Jamila Savoy at PPR on 0424 046 425** prior to the event to confirm names of the crew attending.

Please complete the below application form and submit by **Friday 26 August 2011** (submission details are on the following page). **Late applications will not be accepted.**

Successful applicants will be emailed with accreditation details and information on collecting media passes / tickets the week commencing 12 September.

**APPLICANT NAME:** \_\_\_\_\_

**JOB TITLE:** \_\_\_\_\_

**ORGANISATION / MEDIA OUTLET NAME:** \_\_\_\_\_

**ACCREDITATION TYPE:** Seated ticket [  ] Access to media pit [  ]

**TYPE OF ORGANISATION:** Newspaper [  ] Magazine [  ] Television [  ] Radio [  ] Website [  ]

Blogger [  ] Other [  ] (please specify) \_\_\_\_\_

**WORK NO:** (\_\_\_\_\_) \_\_\_\_\_ **MOBILE NO:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **POSTCODE:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

**FESTIVAL EVENTS YOU WISH TO BE ACCREDITED FOR:**

*(Please tick the box for the event you are seeking accreditation for)*

- **Yeojin Bae, 6.30pm** – Thursday 22 September [  ]
- **Designer Capsule #1, 9.00pm** – Thursday 22 September [  ]
- **Designer Capsule #2, 6.30pm** – Friday 23 September [  ]
- **Story by Tang, 9.00pm** – Friday 23 September [  ]
- **WA Designer Collections, 6.30pm** – Saturday 24 September [  ]
- **Ae'lkemi, 9.00pm** – Saturday 24 September [  ]
- **Student Runway, 5.00pm** – Sunday 25 September [  ]
- **STM Swimwear, 6.30pm** – Sunday 25 September [  ]
- **Magdalena Velevska, 9.00pm** – Sunday 25 September [  ]
- **Designer Capsule #3, 6.30pm** – Monday 26 September [  ]
- **S2, 9.00pm** – Monday 26 September [  ]
- **Wheels and Dollbaby, His Majesty's Theatre, 7.00pm** – Tuesday 27 September [  ]

**COVERAGE:** Is coverage guaranteed [ Yes / No ]

Details and dates of proposed coverage: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CHIEF OF STAFF (NAME):** \_\_\_\_\_

I hereby apply for accreditation for our nominated representative to cover Perth Fashion Festival 2011 on behalf of (media outlet) \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE SUBMIT COMPLETED APPLICATION FORMS (NO LATER THAN FRIDAY 26 AUGUST 2011).**

TO SUBMIT APPLICATION FORM AND FOR ALL MEDIA ENQUIRIES PLEASE CONTACT:

Jamila Savoy  
Professional Public Relations (PPR)  
Phone: (08) 9388 0944 / 0424 046 425  
Fax: (08) 9388 0933  
Email: [jamila.savoy@ppr.com.au](mailto:jamila.savoy@ppr.com.au)

