



**International  
Federation of  
Library  
Associations and Institutions**

## 2026 IFLA PRESSREADER INTERNATIONAL MARKETING AWARD:

### FAQ UPDATE

- **When will the winners be notified?**
  - All winners will be notified by early April 2026.
- **Did you receive my submission? I haven't received any confirmation yet.**
  - The entry submission doesn't currently have an automated response mechanism, so the confirmation of submission is on the screen after you submit your entry. If you are concerned about your entry being received – please email members of the Award Jury Working Group (IFLA Management and Marketing):  
**Fan Ji [jifan@pku.edu.cn](mailto:jifan@pku.edu.cn) or Joe Mocnik [mocnik@ksu.edu](mailto:mocnik@ksu.edu)**
- **I forgot to send the PDF with my submission. Can I resend it via email?**
  - Yes, in case the deadline has not passed yet, you can send it via email to: **Joe Mocnik [mocnik@ksu.edu](mailto:mocnik@ksu.edu)**
- **When will the winners be announced?**
  - All winners will be announced in May 2026.
- **Is there a deadline to submit the application?**
  - To consider the corresponding time differences. We are in GMT-3. The deadline refers to midnight on this date in any time zone. So, if you submit your application before midnight (GMT-3) on 27 February 2026 it will be accepted.
- **Is there an opportunity for a deadline extension?**
  - Sorry, the deadline cannot be extended, since this would be unfair towards the other submitters.

- **Can we submit more than one PDF or file with the application?**
  - No, you can only upload one file with your submission. Please see the description in the application form.
- **Is it acceptable if we submit all the materials, including the submission form in Chinese and attach documents in Chinese?**
  - Since Chinese is one of the official IFLA languages, you can submit your application (including the submission form) in Chinese. If you can translate your entry into English however, that would be welcomed by the jury.
- **Could one library submit more than one application? Or, do you have any limitation on many submissions from one library?**
  - Yes, you can submit more than one application for separate marketing campaigns for your library.
- **When will the next call for submissions be published?**
  - By December 2026
- **Where can I find further information about the award?**
  - <https://www.ifla.org/g/management-and-marketing/ifla-pressread-er-international-marketing-award/>
- **Who has won the marketing award in the past? We are looking for some inspiration.**
  - <https://www.ifla.org/g/management-and-marketing/past-winnersifla-international-marketing-award/>
- **Can you share the project submissions of the top three award-winning libraries from 2021–2025 for educational purposes?**
  - Due to variations in international laws and policies, project submissions may be requested directly from the winners, as sharing such information depends on their consent.
- **Could you kindly let us know if there are plans to send a physical award to the winning libraries?**

We will present a physical Award to the winning libraries who attend the Award Ceremony at the [2026 World Library and Information Congress \(WLIC\) in Busan, South Korea](#). All other recipients will receive a digital Award.

- **If we win, can we share the good news before the big announcement from IFLA or do we wait for the press release?**
  - All winners are requested to wait for the IFLA's media announcement before proceeding to share the news on their platforms.