

International Police Association



International Executive Board
Martin Hoffmann
International President
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To:
All National Sections

Vienna, 18 June 2026

Subject: IPA Marketing Video Competition 2026 – Showcase the Spirit of the IPA

Dear IPA Friends,

As part of the International Executive Board (IEB) Strategy 2023–2027, one of our key priorities is to strengthen the visibility and understanding of the International Police Association worldwide. A central element of this objective is the development of a high-quality promotional video that clearly communicates who we are, what we stand for, and the benefits of IPA membership.

To achieve this, we are pleased to launch the **IPA Marketing Video Competition 2026**. This initiative aims to harness the creativity, experience, and diversity of our global IPA family. By inviting contributions from Sections around the world, we seek to create engaging and authentic video content that reflects the true spirit of the IPA.

Furthermore, with the growing capabilities of modern technologies, including AI, we now have an opportunity to develop impactful promotional material in a cost-effective and innovative way.

We would like to emphasise that AI-generated videos are fully permitted and encouraged as part of this competition. Submissions do not need to rely solely on real footage. Creative use of AI, animation, or digital content is welcomed, provided the final video reflects the values and image of the IPA.

We often face challenges in sourcing high-quality images and video content that represent the IPA in action. This competition provides an excellent platform to gather such material, while also showcasing the unique character and activities of our Sections.

We therefore warmly invite all Sections and members to participate by submitting a short promotional video (maximum 2 minutes) that highlights the IPA—either from your national perspective or from an international viewpoint.



The best videos will be presented at the IPA World Congress 2026 in Sri Lanka, offering outstanding visibility and recognition. Selected content may also be used to form part of the official international IPA promotional materials, including versions in multiple languages.

This competition is not only about creativity, but also about reinforcing our shared values. Friendship, professional cooperation, and international understanding—through powerful storytelling.

Please circulate this competition amongst your members and encourage as many people as possible to participate. We look forward to seeing the creativity, talent and innovation of our IPA members from around the world reflected in the submissions.

We look forward to your participation and to seeing the IPA through your lens.

With kind regards,

Martin Hoffmann

A handwritten signature in blue ink, appearing to read 'Martin Hoffmann', with a large, stylized initial 'M' and a long, sweeping horizontal stroke at the end.

International President

