

25<sup>TH</sup> ANNIVERSARY

# AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2018**



# WELCOME TO THE AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2018!

## CELEBRATING 25 YEARS OF THE BEST IN PUBLIC RELATIONS!

The Awards for Excellence is the celebration of best practice in Irish public relations, public affairs and communications. Award winners set the benchmark for the best the profession has to offer and if you believe your work is raising that benchmark, make sure to enter these, the 25<sup>th</sup> Awards for Excellence.

Reflecting the diversity of life in the public relations and communications arena there are 20 awards in total. Whether you are working for, or on behalf of, a multinational, SME, charity, or public body there is a category suited to you and your best work.

To give yourself the best chance of having your work stand out, make sure to take time over your entry. The deadline is **Tuesday 6 March** and entries must be made online at [www.prci.ie](http://www.prci.ie). There is also an information note there providing feedback from the judges in 2017 that should be read by all entrants.

There is excellent public relations work being undertaken across the island of Ireland, strategic and creative work that delivers results for clients and employers. The Awards for Excellence celebrate and reward that work and we look forward to seeing you all at what will be the 25<sup>th</sup> Gala Luncheon Awards Ceremony on **Friday 22 June**.



**Rhona Blake,  
FPRII**

Chairman,  
Public Relations  
Consultants  
Association (Ireland)



**Cian Connaughton,  
MPRII**

President,  
Public Relations  
Institute  
of Ireland



**Chris Pollock,  
MCIPR**

Chairperson,  
Chartered Institute  
of Public Relations  
(Northern Ireland Region)

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# ENTRY CATEGORIES

## **A BEST PUBLIC AFFAIRS CAMPAIGN**

A communications programme designed to affect policy, legislative or political change or support at a European, national or local government level.

## **B BEST CONSUMER PUBLIC RELATIONS CAMPAIGN**

Awards for campaigns aimed at the consumer that demonstrate the best achievement/results within the following budget categories:

- Best campaign with budget €20K or under
- Best campaign with budget €20K to €50K
- Best campaign with budget over €50K

## **C BEST USE OF MEDIA RELATIONS**

This award will be made for the planned use of print, broadcast and/or social media to reach target audiences and achieve campaign objectives on your own or a client's behalf.

## **D BEST USE OF DIGITAL PR INCLUDING CONTENT CREATION**

This Award will be made for the use of digital communications to support the internal or external communications objectives of an organisation. Digital PR formats include, but are not limited to video, podcasts, social media networks, mobile applications, etc.

## **E BEST PUBLIC INFORMATION CAMPAIGN**

A campaign to improve awareness or generate support among the general public or specific interest groups. This may be instigated by a company, government department, local authority, state body or interest group.

## **F BEST PUBLIC SECTOR CAMPAIGN**

This award will be made for a campaign designed to promote the policies, achievements or services of a public sector organisation to its customers.

## **G BEST INTERNAL COMMUNICATION**

This award will be made for a programme of sustained communication targeted at an internal audience designed to promote organisational objectives in any sector.

## **H BEST COMMUNICATIONS CAMPAIGN BY A CHARITY OR NOT-FOR-PROFIT ORGANISATION**

This award will be made for a public relations campaign carried out by a registered charity or a not-for-profit organisation, including fundraising campaigns and public awareness programmes.



## **I BEST CORPORATE COMMUNICATION**

Entries will be accepted in each of the following four categories of activity:

- Best campaign in support of organisational values on community, social, environmental or ethical issues.
- Best corporate campaign in, for example, stakeholder engagement, employer brand, crisis communication, or external relations.
- Best B2B campaign to promote products or services to the business market across any sector.
- Best financial / investor relations campaign, ranging from the promotion of companies or products to investors, flotations, acquisitions or mergers and acquisitions.

## **J BEST HEALTHCARE CAMPAIGN**

This award will be made for public relations techniques used by healthcare companies or providers in respect of new or existing over-the-counter (OTC) and consumer health products, prescription treatments, healthcare products or healthcare institutions where consumers and/or health professionals are targeted.

## **K BEST USE OF SPONSORSHIP**

A once-off or multi-year sponsorship designed to achieve specific objectives and associated with the arts, sports, business community or any other area. The judges' focus will be on the public relations perspective.

Awards will be made in two sub-categories:

- Best sponsorship where the PR budget was €50k or under (sponsorship/property rights fees are not included within this)
- Best sponsorship where the PR budget was over €50k (sponsorship/property rights fees are not included within this)

## **L BEST PUBLIC RELATIONS EVENT**

This award will be made for the best event(s) developed on your or your client's behalf to achieve specific campaign objectives.

## **M BEST PUBLIC RELATIONS FOR AN EVENT**

This award will be made for a public relations campaign in support of an event or a series of events.

## **N YOUNG COMMUNICATIONS PROFESSIONAL OF THE YEAR**

*Sponsored by* **KANTAR MEDIA**

This award recognises outstanding performance by a young communications professional (aged 28 or under on 01 January 2018). Entrants must submit a paper outlining the story of their career, how their approach to their work makes them an outstanding communications professional, and highlighting one campaign in particular in which they played a key role in delivering results for their employer or client.



## HOW TO ENTER

### 1. Are you eligible to enter?

The Awards are open to organisations and individuals who have used the services of public relations practitioners who are members of either the Public Relations Consultants Association (Ireland), the Public Relations Institute of Ireland or the Chartered Institute of Public Relations (Northern Ireland Region). These services can be for internal or external work undertaken. Companies registered either in the Republic of Ireland or Northern Ireland are eligible to participate.

### 2. How to enter?

Entries must be submitted through the PRCA website – [www.prca.ie](http://www.prca.ie). The deadline for entries is noon on 6 March 2018. Entries must be accompanied by a PDF of the declaration form (below) signed by the representatives of both the nominated organisation and the public relations adviser, internal and external.

Full payment must be made by 16 March 2018. The fee per entry is €200.

## THE RULES AND JUDGING CRITERIA

1. Entries may be for projects or annual programmes that have substantially taken place between 01 March 2017 and 28 February 2018.
2. Entries must be in the name of the company, organisation or individual the project or programme pertains to – but can be submitted by either the company itself or the public relations adviser.
3. The number of entries per consultant or company is not limited but a fee of €200 applies per entry. Payment in full must be made by 16 March 2018. Cheques should be made payable to the Public Relations Consultants Association.
4. Entries may be entered in more than one category – the same fee applies to each and all entries.
5. A scanned copy of the declaration form must accompany each submission and is required by the online submission system. Signatures granting permission for the entry are required from all the organisations involved.
6. All entries must be submitted through the online form on the PRCA website. The online form will require entries to provide:
  - **Title. 75 characters (with spaces) limit.**
  - **Description of Campaign.** *To be used should the project be a winner. 50 word limit.*
  - **Background to the Campaign.** *An overview of the issues and/or opportunities addressed in the brief should be clearly identified and the overall entry must show how these were addressed in the execution of the campaign. 350 word limit.*
  - **Statement of Objectives.** *Definition of objectives and goals. The judges expect to see a clear and concise set of objectives established at the outset of the campaign and entries will be judged on the clarity of objectives set. 350 word limit.*
  - **Programme Planning and Strategy.** *A description of the techniques and approaches used to achieve the objectives and goals. Audience definition and profiling; creativity and skill in execution; and the appropriateness of the techniques used to achieve the stated objectives will be key criteria assessed by judges. 1,000 word limit.*
  - **Measurement.** *Evidence that the stated objectives have been achieved. Entries should outline quantifiable and measurable results achieved from the campaign executed. 350 word limit.*
  - **Budget.** *The total cost of the campaign/project must be stated or, in the case of an in-house campaign, the number of hours and/or team members involved. When the campaign/project includes non-PR elements such as market research, advertising or direct marketing, these must be stated and the actual public relations budget (fee) must be itemised separately. Information regarding fees and budgets will be confidential to the judges only and will not be made available to any other person without the express permission of the Award entrant.*
7. Supporting material may be submitted along with of your entry, but the judges will primarily focus on the submission submitted. Supporting material includes press releases, sample press cuttings, photos, broadcast material and any other information deemed relevant. Please note that while only a moderate amount of media material is required at least **one original press release** must be included. The supporting material must be submitted in PDF format. **Max file size 32 MB.**
8. All submissions, including supporting material, will become the property of the organisers and will not be returned.
9. The Young Communications Professional of the Year award is open to employees of PRCA member firms, or PRII or CIPR (NI region) members that were 28 years old or younger on 01 January 2018. Entries must be submitted through the PRCA website, but will follow the following format:
  - **300 words** – description of yourself and your career to date.
  - **950 words** – details of a campaign worked on and your contribution to same. The campaign referred to must have substantially taken place between 01 March 2017 and 28 February 2018
  - **750 words** – how your approach to your work makes you outstanding (this should cover your approach to working with colleagues, with your employer and/or clients and with stakeholders).

The same rules in relation to supporting materials apply to this award. Entrants must state their date of birth in their entry.

For this Award, a shortlist of candidates will be made from all entries. Candidates will be judged on their demonstrated strategic ability, creative flair, ability to work with colleagues and as part of a team, innovative approach to the opportunity or problem, leadership skills, and the ability to deliver results both in the highlighted campaign and in their career to date. Shortlisted candidates will then be invited to an interview in front of a panel of judges, following which the final award will be determined.

10. Canvassing of judges will result in immediate disqualification.
11. Material circulated to the judges will be confidential and will not be circulated beyond the judging panel.
12. **The judges will evaluate each entry based on its merit and success at achieving stated objectives.** If the members of the judging panel are of the opinion that a sufficiently high standard has not been attained in any of the categories, the award in that category will be withheld.
13. Entries may be made in any of the categories outlined within this brochure. While an entry may be submitted in more than one category, the judging panel reserves the right, in consultation with the entrant, to consider any entry in a category other than that for which it was entered. A Supreme Award may be presented at the discretion of the judging panel.

## JUDGING PANEL 2018



**Padraig McKeon, FPRII**  
PR Consultant  
(*Chairman of Judging*)



**Michael Cullen,**  
Editor of Marketing.ie and Marketing Media Columnist for the Irish Independent and The Herald



**Krishna De**  
Founder and CEO, Biz Growth Media



**Frank Dillon**  
Editor of *Decision Magazine*



**Neasa Kane-Fine, FPRII**  
Director of RPS Project Communications



**Patrick King, MPRII**  
Director of Strategy, Policy & Corporate Affairs, Society of Chartered Surveyors Ireland



**Geoff Lyons,**  
Managing Director, PML Group



**Niamh McCarrick, MPRII**  
Customer Engagement Manager, Kerry Group



**Niamh O'Carroll, FPRII**  
Director, O'Carroll Consulting



**Celine Crawford, MPRII**  
Press and PR Manager, Global Communications, IDA Ireland



**Niamh Ward, FPRII**  
Course Director – Public Relations, Rathmines College of Further Education



**Florence White, MPRII**  
Group Head of Corporate Affairs, Stakeholder and Media Relations, Ervia



**Sarah Williams, MPRII**  
Head of PR and Communications, Arnotts

### KEY DATES 2018

**Closing Date for Entries**  
Noon, Tuesday, 6 March 2018

**Shortlist Announced**  
Friday, 11 May 2018

**Gala Luncheon Awards Ceremony**  
Friday, 22 June at the Shelbourne Hotel, Dublin 2

### CONTACT DETAILS

PRII/PRCA,  
84 Merrion Square, Dublin 2  
T: 01 661 8004

**Enquiries relating to entries:**  
Aine Sheehan – aine@prii.ie  
**Enquiries relating to Awards ceremony:**  
Annmarie Jordan – annmarie@prii.ie

### DECLARATION FORM

This form must be completed and a scanned copy submitted with each entry. This form must be signed by representatives of both the nominated organisation and the public relations adviser, internal or external.

We wish to nominate this organisation for the **Awards for Excellence in Public Relations 2018**. We confirm that all information set out in our entry is correct.

#### Signed for the Organisation

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
Position: \_\_\_\_\_ Date: \_\_\_\_\_

#### Signed for PR Consultant/Adviser

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
Position: \_\_\_\_\_ Date: \_\_\_\_\_