

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2021**



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THE AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2021

The Awards for Excellence in Public Relations, hosted by the PRCA (Ireland) and the PRII, celebrate best practice in Irish public relations, public affairs and internal communication. Award winners set the benchmark for the best work by the profession.

Reflecting the diversity of projects undertaken in the public relations and communications arena, there are over 20 award categories, including a new one this year. Whether you are working for, or on behalf of a multinational, SME, charity, or public sector body, there is a category suited to your best work.

As competition is tight, to have the best chance of making your work stand out, take time over your entry. The deadline is **Noon, Tuesday 2 March**. Entries must be made online at www.prca.ie. There is also an information note there, providing feedback from the judges in 2020, that should be read by all entrants.

There is excellent public relations work being undertaken in Ireland, strategic and creative work that delivers the objectives of clients and employers. The Awards for Excellence reward that work. We look forward to seeing you at what will be the 28th Awards Ceremony on **Friday 25 June**.



Mari O'Leary,
FPRII

Chairperson,
Public Relations
Consultants
Association (Ireland)



Pdraig McKeon,
FPRII

President,
Public Relations
Institute
of Ireland

JUDGING PANEL 2021



Neasa Kane-Fine, FPRII
Director
RPS Project
Communications
*(Chair of the
Judging Panel)*



Celine Crawford, MPRII
Director of
Communications,
Dublin City
University



Michael Cullen
Editor of
Marketing.ie



Krishna De
Founder and
CEO, Biz Growth
Media



Frank Dillon
Editor of *Decision
Magazine*



Carmel Doyle, FPRII
CEO, Jack &
Jill Children's
Foundation



Sine Friel, MPRII
Deputy Director
of Communication,
Irish National
Teachers'
Organisation



Andy Green, FCIPR/FRSA (UK)
Director, Story
Starts Here



Dr Kevin Hora, MPRII
Programme
Chair, MA in PR
and MA in Public
Affairs & Political
Communication,
Technological
University Dublin



Geoff Lyons
Managing
Director,
PML Group



Padraig McKeon, FPRII
PR Consultant



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



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

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 an employer's 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 OR CIVIL SERVICE CAMPAIGN

The Award will be made for a campaign designed to promote the policies, achievements or services of a public sector organisation, local authority or a government department to its service users.

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, NOT-FOR-PROFIT OR NON-GOVERNMENTAL ORGANISATION

Entries will be accepted from the following types of organisation for a public relations campaign including fundraising campaigns and public awareness/information programmes:

- A registered charity
- A not-for-profit organisation or NGO

I | BEST CORPORATE COMMUNICATION

Entries will be accepted in each of the following 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

J | BEST HEALTHCARE CAMPAIGN

This Award will be made for public relations techniques employed by service providers, companies or other organisations in respect of medical devices, prescription treatments, prescription only medicines (POM), healthcare products or healthcare organisations where patient users and/or healthcare 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 behalf of an employer or client 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 | BEST ISSUES-LED CAMPAIGN

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This Award will be made for a public relations campaign designed to respond to an emerging societal issue, for example, obesity, poverty, inequality, or climate change.

Note: An issue that emerges over time, not a sudden, crisis event and not an issue specific only to the entrant.

O | BEST LONG-TERM CAMPAIGN

This Award will be made for a public relations campaign planned and delivered over a period of not less than 3 years, for example, a major behaviour or attitudes change programme, an infrastructural project, or a corporate change-management project.

Note: Entries cannot be made year on year for the same project/campaign. Once entered in a given year, entrants must wait three years before re-submitting in this category.

P | BEST INTEGRATED CAMPAIGN NEW

This category looks at all elements of the marketing mix. The Award will be made to the public relations agency or in-house team which led an excellent integrated campaign for a client or employer organisation between 01 March 2020 and 28 February 2021 to deliver measurable reputation, brand or commercial objectives from strategic communication plan to creative execution involving a mix of (but not limited to): paid, earned, owned and social channels; stakeholder relations; public affairs; advertising; and event management.

Note that the PR team (agency/in-house) must demonstrably have held the lead role in the integrated campaign and been responsible for ensuring consistent messaging across all channels and other partners e.g. an advertising/marketing agency.

Q | IN-HOUSE PR TEAM OF THE YEAR

Sponsored by



These Awards will recognise two in-house public relations teams, in the private or public sector, each of which delivered consistently excellent work between 1 March 2020 and 28 February 2021 helping their employer reach its organisational objectives. One Award will be made for teams with 1 to 5 employees and one for teams with 6 or more employees. See *Rules and Judging Criteria – Section 10*.

R | PRCA AGENCY OF THE YEAR

These Awards will recognise two PRCA member agencies which delivered consistently excellent work between 1 March 2020 and 28 February 2021, helping their clients reach their organisational objectives. There will be two awards in this category: one for agencies with 1-10 employees; and one for agencies with 11 and more employees. See *Rules and Judging Criteria – Section 11*.

S | YOUNG COMMUNICATIONS PROFESSIONAL OF THE YEAR

This Award recognises outstanding performance by a young communications professional (aged 28 or under on 01 January 2021). 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 which they played a key role in delivering results for their employer or client. See *Rules and Judging Criteria – Section 9*.

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) (PRCA) and the Public Relations Institute of Ireland (PRII). These services can be for internal or external work undertaken. Companies registered in the Republic of Ireland are eligible to participate.

2. How to enter?

Entries must be submitted through the PRCA website – www.prca.ie. The deadline for entries is **Noon on 2 March 2021**. Entries must be accompanied by a PDF of the declaration form signed by the representatives of both the nominated organization and the public relations adviser, internal and external.

Full payment must be made by **15 March 2021**. 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 2020 and 28 February 2021 (apart from category O).
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. Closing date for entries is **Noon, Tuesday, 2 March 2021**. 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 15 March 2021. Contact aine@prii.ie for payment details.
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. This form must be signed by representatives of both the nominated organisation and the public relations adviser, internal or external.

6. All entries must be submitted through the online form on the PRCA (Ireland) website. The online form will require entries to provide:
- **Title.** Maximum **75 characters** (with spaces) limit. While permitted, Judges recommend avoiding the use of hashtags in the title of a campaign.
 - **Description of the 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 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. **1,300 word limit.**
 - **Measurement and Evaluation.** Evidence that the stated objectives have been achieved. Entries should outline quantifiable and measurable results achieved from the campaign executed. In line with the Barcelona Principles (2010), AVE is not accepted as a form of measurement and evaluation. **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. Media partnerships should be identified as such. 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 an entry, but the judges will primarily focus on the above. 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 media release** must be included. The supporting material must be submitted in PDF format. **Max file size 32 MB.**
8. All submissions, including supporting material, 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 members who were 28 years old or younger on 01 January 2021. Entries must be submitted through the PRCA website, but will follow the format below:

- **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 1 March 2020 and 28 February 2021.
- **750 words** – how your approach to your work – including working with colleagues, your employer and/or clients, and with stakeholders, makes you outstanding.

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. 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. Attendance in person, or online, as Judges request, at the interview is mandatory.

10. Entries for the **In-House Team of the Year** must be in the form of a submission of maximum 1,300 words and must include the following information:

- Number of employees within the PR team and annual PR budget.
- Brief description of the organisation and its organisational objectives in the relevant period.
- A brief overview of the team's communications objectives and strategy.
- Analysis of team performance/delivery against those objectives and within the available budget.
- A summary of outstanding achievements/innovations between 1 March 2020 and 28 February 2021.

Note: Financial information will, as in all instances in these Awards, be treated with the highest level of confidentiality.

11. Entries for **The PRCA Agency of the Year** must be in the form of a submission of maximum 1,300 words and must include the following information:

- Number of employees, date of incorporation, and annual fee income.
- Client list, showing periods of retention. Employee list, showing periods of retention.

- The agency's business objectives and analysis of performance against budget over the previous financial year.
- A summary of:
 - recent outstanding achievements which could include financial growth, awards or other recognition, innovation in terms of a new service offering for clients and/or a new approach to staff retention and recruitment.
 - ONE campaign (which took place between 1 March 2020 and 28 February 2021) the agency is particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes/impact and budget.
 - the agency's commitment to education and training.
- Confirmation of PRCA Ireland membership.

Note: Financial information will, as in all instances in these Awards, be treated with the highest level of confidentiality.

12. Partner agencies/organisations must be named if/when referred to in entries for **Category P: Best Integrated Campaign**.
13. Judges reserve the right to verify information and claims made in an entry.
14. Canvassing of judges or members of the Executive team will result in immediate disqualification.
15. Material circulated to the judges will be confidential and will not be circulated beyond the judging panel.
16. **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.
17. **The decision of the Judges is final and no correspondence will be entered into.**
18. 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, to consider an entry in a category other than that for which it was entered. Entrants will be informed.
19. A Supreme Award may be presented at the discretion of the judging panel.

KEY DATES 2020

Closing Date for Entries

Noon, Tuesday, 2 March 2021

Shortlist Announced

Wednesday, 12 May 2021

Awards Ceremony:

Friday, 25 June 2021

CONTACT DETAILS

PRII/PRCA

84 Merrion Square, Dublin 2

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Enquiries relating to entries:

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Enquiries relating to Awards Event

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