

Awards for Excellence in Public Relations 2021

Information note for prospective entrants for the Agency of The Year Award.

As this category is relatively new, the Judging Panel have asked me to circulate the following information/tips note. This category is only open to PRCA Ireland member companies.

NB: Do not leave out any requested information, missing information means reduced opportunities to impress.

Step 1: Read the Awards 2021 brochure on the PRCA website carefully specifically:

Category 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.

Step 2: Read all the Rules and Judging Criteria particularly Section 11.

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 (*can be placed in appendices*).
- Employee list, showing periods of retention income (*can be placed in appendices*).
- 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.

Step 3: Also note Rule 13 and 15

13. Judges reserve the right to verify information and claims made in an entry.

15. Material circulated to the judges will be confidential and will not be circulated beyond the judging panel.

Step 4. Think Excellence!

The Judges recommend thinking about this category as you would any other in the Awards.

Do not assume any knowledge of your agency among the Judges.

When talking about financial performance consider comparison to previous years to demonstrate growth.

How do you evaluate/audit client satisfaction?

What is exceptional or excellent rather than ordinary about this Agency?

Have you evolved/responded to a market need that sets you apart?

Why does it deserve this Award?

How is it exceptional for its clients, i.e., helping them reach their organisational goals?

How is it exceptional for staff? What do you offer employees that is special? For example, do you provide training/extra supports/time off for professional development/ Do you invest in them?

Has the Agency given back to the community, involved itself or staff in any CSR initiative/volunteering?

Best of Luck!

Martina Byrne
CEO PRCA
1 February 2021