



AWARDS FOR  
EXCELLENCE IN  
**PUBLIC  
RELATIONS  
2023**

# PRCA Agency of the Year 2023 Briefing

Neasa Kane Fine, Chairperson, Awards for Excellence Judging Panel and member of the PRCA

Carmel Doyle, CEO, Jack & Jill Foundation, former PR agency MD, and member of the Awards Judging Panel

Martina Byrne, CEO, PRCA



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# Three Briefings Today for 2023 Entrants

- This session (8.30am): exclusively for those eligible to enter the **PRCA Agency of the Year** Category
- 12 noon, Buswells Hotel: **Tips and Advice on All Categories.**  
See [www.prca.ie](http://www.prca.ie) or [www.prii.ie](http://www.prii.ie) for details to register.
- 1pm, Buswells Hotel: **Young Communications Professional of the Year.**  
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## **KEY DATES 2023**

**Closing Date for Entries:**  
Noon, Tuesday, 7 March 2023

**Shortlist Announced:**  
Wednesday, 10 May 2023

**Awards Ceremony:**  
Friday, 16 June 2023



**INFO BROCHURE AVAILABLE ON [WWW.PRCA.IE](http://WWW.PRCA.IE)**

**Enquiries relating to entries:**  
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Anmarie Jordan – [anmarie@prii.ie](mailto:anmarie@prii.ie)

# Entry Criteria and Process

Martina Byrne



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# PRCA Agency of the Year

- Recognises two PRCA member agencies which delivered consistently excellent work between 1 March 2022 and 28 February 2023 helping their clients reach their organisational objectives.
- Two awards, one each for:
  - ✓ agencies with 1-10 employees
  - ✓ agencies with 11 and more employees



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# How to Enter

Entries comprise a submission of 1,300 words maximum, to include :

- Confirmation of PRCA Ireland Membership
- Number of employees
- Date of incorporation
- Annual fee income
- Client list, showing periods of retention
- Employee list, showing periods of retention
- Agency's business objectives
- Analysis of performance against budget over previous financial year (Financial information will be treated with the highest level of confidentiality)



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# *How to Enter continued*

Summary of:

- Recent outstanding achievements which could include financial growth
- Awards and / or other recognition
- Innovation in terms of a new service offering for clients and/or a new approach to staff retention and recruitment

Summary of one campaign, which took place between 1 March 2022 and 28 February 2023, and which 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



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# Tips & Advice for Entering

Neasa Kane Fine



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# The Value of Entering Agency of the Year

- Inform business planning and business management
- Stand back from day-to-day activities to analyse / audit your activities
- Winning agencies benefit through staff retention, and an enhanced market position



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# 1. A Winning Agency...

- Well managed business – strategically and operationally
- Not complacent – takes an active approach to planning / running / growing the agency / business development
- Happy Staff - invests in people and has processes to retain and attract the best
- Successfully manages difficult issues / challenges – what, when, how, learnings, subsequent adjustments / improvements



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## 2. What is Special about Your Agency?

As with all entries to the Awards for Excellence in PR, consider

- What is **unique** about your agency?
- What makes your agency **excellent**? Why is it **better** than others?
- How can you ensure your **entry stands out**? Does it pass the “So What?” test



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# 3. Business Success Does not Just Happen

- How do you attract new staff? Are they coming to you or are you head-hunting or is there a staff referral scheme???
- What process did you go through to identify new business streams?
- What steps did you take to establish / grow a new business stream?
- What do you do to retain clients? Are there difficult conversations? Client satisfaction surveys? Scheduled formal client check-ins?
- How do you manage any issues / complaints / mistakes?



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## 4. Start with your Audience – the Judging Panel

- Assume the Judges know nothing about your agency
- If something is important include it - if not there it cannot be considered
- Provide context and be honest
- Be easy on the eye – tell a well-written story that is focused, supported by graphics / tables and examples with no typos



# 5. Back-up Your Case

- Don't just tell the judges – show them the evidence
- Ensure all links are live (and not expired)
- Tell us what your clients and staff say about why they work with you



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# 6. Get a Second and a Third Opinion!

## Before submitting your application form

- Ask a trusted external expert to review it on your behalf
- Get your Accountant or a Financial Advisor to critique it from a commercial perspective
- Get staff at different levels to review and provide feedback



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# What the Judges Want to See

Carmel Doyle



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# Winning Application Forms

- Assume the Judges KNOW NOTHING
- Make it easy to read / follow – well-written, typo-free, bullet points, illustrations, evidence (with links that work)
- Demonstrate a very well planned and managed business
- Show strong financial performance and is commercially focused
- Don't just sell the good news - acknowledges failures / challenges and shows how they were addressed



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# Questions?



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