





AWARDS FOR EXCELLENCE IN Communications **PUBLIC** RELATIONS 2023

Young Professional of the Year Briefing

# Young Communications Professional of the Year Previous Nominees and Winners

- 2019 Nominees watch video
- 2018 Louise Walsh, Drury Porter Novelli watch video
- 2017 Cormac Coughlan, Teneo watch video
- 2015 Martyn Rosney, Reputation Inc watch video















AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS
2023

## Young Communications Professional of the

Year 2023

## **Entry Briefing**

Neasa Kane Fine, FPRII Chair, Judging panel

Frank Condon, Development & Research Manager, PRII

**12 January 2023** 













#### **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

Enquiries relating to entries: Áine Sheehan – aine@prii.ie Enquiries relating to Awards Event: Annmarie Jordan – annmarie@prii.ie

# **Young Communications Professional Previous Winners**



2021 – Philip Costigan, 150Bond

2020 – Fiona Hanna, Jago

2019 - Niamh Breathnach, Alice PR

2018 – Louise Walsh, Drury Porter Novelli

2017 - Cormac Coughlan, Teneo

2016 - Mark O'Toole, 150 Bond

2015 – Martyn Rosney, Reputation Inc













AWARDS FOR







## Nicola Halloran, Teneo



## Fiona Hanna, MPRII **Jago Communications**





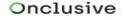
















## Could you be the 2023 Young Communications Professional of the Year?

#### **Eligibility Criteria:**

Were you be 28 years of age or younger on January 1st 2023?

• Do you work for a PRCA member company or are you a PRII member?

Have you played a key role in delivering results for your employer or clients?









## Young Communications Professional of the Year

This Award recognises outstanding performance by a young communications professional

See Rules and Judging Criteria – Section 9.

















# Eligibility to Enter

• Open to employees of PRCA member firms, or PRII members that were 28 years old or younger on 01 January 2023.

Entries must be submitted through the PRCA website











## **Process**

#### Prepare and submit your application

- **Application Form**
- 2 Essays
- Video new for 2023

#### Shortlist selected by judging panel

#### **Interview with Judging panel**

- Week of 15<sup>th</sup> May 2023
- Candidates must attend in person











## Your Entry should comprise 3 elements:

1. Description of yourself and your career to date in 300 words

2. A 90-120 second self-produced mobile video. Tell the Judging panel where you see the public relations profession in 10 year's time; and the role you want to have in that profession. In your response consider the relationship of the PR profession with the C-suite and its standing among internal and external stakeholders. The Judges will focus on the content rather than the production values.









Tell the Judging panel how you approach your work in 750 words. 3.

#### You must include:

- How you work with colleagues, your employer and/or clients, and stakeholders
- What makes you outstanding how your behaviours and unique selling point(s) contribute to your organisation and your work
- Overview of a campaign you worked on, focusing on your specific contribution to same. The campaign must have substantially taken place between 1 March 2022 and 28 February 2023.









# **Entry Form**

• The same rules in relation to supporting materials apply to this award.

Supporting material (press releases, sample press cuttings, photos, broadcast material etc) - at least one original media release must be included in PDF format. Max file size 32 MB.

• Entrants must state their date of birth in their entry.









Young Communications Professional of the Year

2023

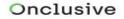
Neasa Kane Fine, FPRII Chair, Judging panel















# The Value of Entering

- Compare yourself to previous winners
- Assess your career to date
- Helps you to shape your personal story
- Identify any gaps in your career
- Inform your career goals and next steps
- Up your game contribute more to society, education, extra curricular activities, etc









# What the Judges Said 2022 Award

- Very High Standard and Improving year on year
- Entrants who impressed demonstrated they apply wider life experiences and insights from extra curricular activities to their strategic thought and work
- Being a strong communicator, able to tell your story, is essential
- Winner was multi-talented with enormous experience and a firm grasp on the depth and breadth of the profession









# Candidates will be judged on your:

- strategic ability;
- creative flair;
- ability to work with colleagues and as part of a team;
- innovative approach to the opportunity or problem;
- leadership skills;
- thought leadership
- ambition
- your strategic thoughts on the future of the profession
- contribution to the PR profession
- ability to deliver results in highlighted campaign and career to date.









## What the Judges Said - Tips

- What is your USP? What makes you special?
- What life experiences inform your journey / process
- What else do you do apart from the day job?
- Tell the Judging panel specifically what you add to your organisation / campaign – what you as individuals do, and not the agency/team
- Show your strategic thought process and foresight
- Demonstrate strategic insight, commercial acumen and understanding of your impact, rather than nitty gritty tactics - WHY not What!
- Don't be too modest | afraid to sell yourself | too granular









## Lessons learned

- Don't assume anything always provide context
- Be explicit in telling the judges what you did to achieve success
- Strategic PR campaign objectives linked to delivering on Business / Organisational Objectives with clear KPIs
- Show you know your Audience across your work
- Demonstrate the impact of YOUR impact
- Remember, outcomes = results (not outputs)









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# Quality control...

#### Review your entry thoroughly before submitting it

- Stand back from yourself / your entry and ask "So what?" Then rewrite and improve it - add more context, achievements, show you are outstanding
- Check you included everything required with correct timings / number of words
- Check spellings and grammar carefully read it backwards!
- Get an outsider to read it to spot information or context gaps
- Is it good enough to give to your most senior client or boss? If not, fix it!
- Ensure your links / video work and will be live for the months ahead









## Young Communications Professional of the Year - KEY DATES

Closing Date for Entries

Noon, Tuesday, 07 March 2022

Shortlist Announced

Wednesday, 10 May 2023

Interviews

Week of 15<sup>th</sup> May 2023 (tbc)

Awards Ceremony

Friday, 16 June 2023

















## Nicola Halloran, Teneo



## Fiona Hanna, MPRII **Jago Communications**

























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