



AWARDS FOR  
EXCELLENCE IN  
**PUBLIC  
RELATIONS  
2023**

Young  
Communications  
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](#)



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# 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**



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

## Young Communications Professional Previous Winners

- 2022 – Nicola Halloran, Teneo
- 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



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# 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?



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# Young Communications Professional of the Year

This Award recognises outstanding performance by a young communications professional

See Rules and Judging Criteria – Section 9.



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# 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



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# 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



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# 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.



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

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.



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# 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.



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# Young Communications Professional of the Year 2023

**Neasa Kane Fine, FPRII**  
Chair, Judging panel



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# 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



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# 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



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# 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.



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# 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



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# 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



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# Young Communications Professional of the Year – KEY DATES

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Wednesday, 10 May 2023

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

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



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