



Young Communications Professional of the Year

Campaign Details

Description of Yourself and Your Career to Date

(Max word-count 300)

Your Approach

How you approach your work (including working with colleagues, your employer and /or clients and stakeholders) and what makes you outstanding. Include how your behaviours and unique selling point(s) contribute to your organisation and your work. Also provide an overview to a campaign you worked on and your specific contribution to same.

(Max word-count 750)

90-120 second self-produced mobile video

Where do you see the public relations profession in 10 years' time and the role you want to have in that profession. 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.

Format: MP4



Supporting Materials – Files

Supporting material may be submitted in support of your entry, but the judges will focus on the submission submitted above. Supporting material include 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 press release must be included.

The maximum file size is 32MB. **This includes your video.** The maximum number of files that can be sent is 5. A single file is preferred but in any case the total or cumulative size must not exceed 32MB

The supporting material (not including your video) must be submitted in PDF format. Documents which are not in PDF format will not be viewed or accepted.