

AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2024

PRCA
PUBLIC RELATIONS CONSULTANTS ASSOCIATION



Young Communications Professional of the Year 2024

Entry Briefing

Neasa Kane Fine, FPRII
Chair, Judging panel

Frank Condon,
Development & Research Manager, PRII

24 January 2024



Young Communications Professional Previous Winners

2023 – Sophie Boucher, Legacy Communications

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



Sophie Boucher
Legacy Communications



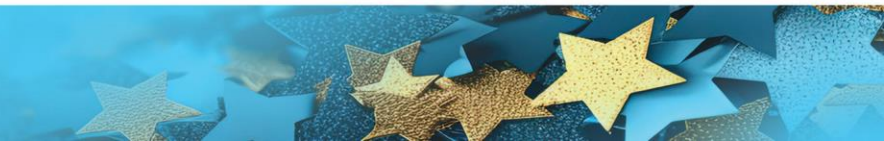
Nicola Halloran
Teneo



Could you be the 2024 Young Communications Professional of the Year?

Eligibility Criteria:

- **NEW:** Were you 32 years of age or younger on January 1st 2024?
- 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

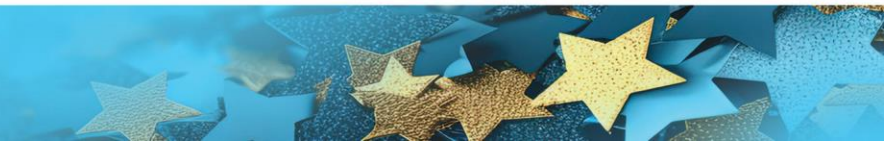
This Award recognises outstanding performance by a young communications professional

See Rules and Judging Criteria – Section 8.

Some Changes in 2024

Young Communicator max. age increased to 32

Period during which work is carried out extended by two months:
now 1 January 2023 to 29 February 2024



Process

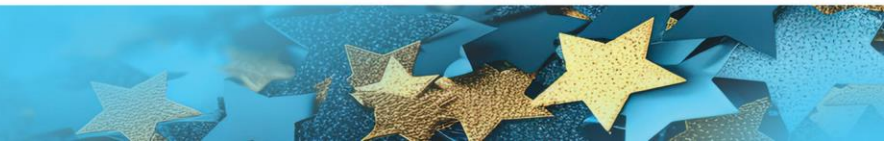
Prepare and submit your application

- Application Form
- Video (1 ½ - 2 mins)

Shortlist selected by judging panel

Interview with Judging panel

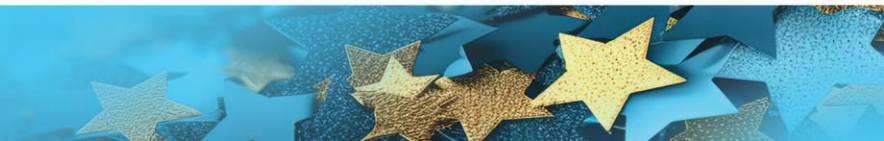
- Week of 24th May 2024
- Candidates must attend in person



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.

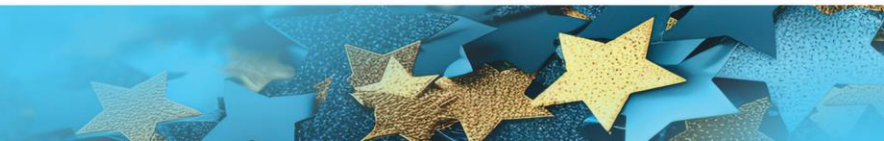
Focus will be on the content not production values.



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

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.** The campaign must have substantially taken place between 1 January 2023 and 29 February 2024.

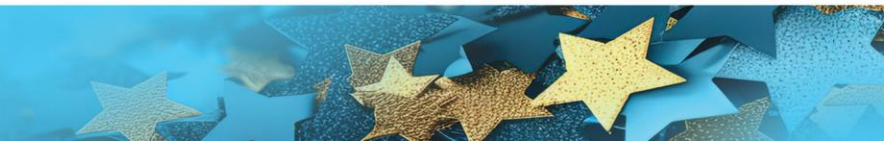


Entry Form

- 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.



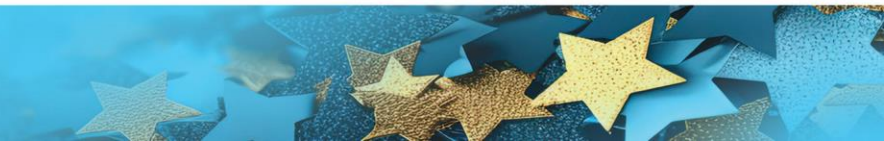
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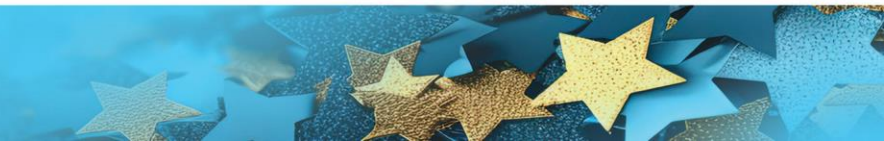
The Value of Entering

- 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



Candidates will be judged on your

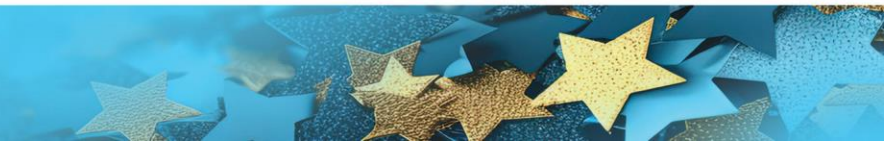
- Strategic Ability
- Creative Flair
- Ability to Work With Colleagues and as Part of A Team
- Innovative Approach to the Opportunity or Problem
- Leadership Skills
- Thought Leadership
- Ambition
- Your Strategic Thoughts on the Future of the Profession
- Contribution to the PR Profession
- Ability To deliver results in highlighted campaign and career to date



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

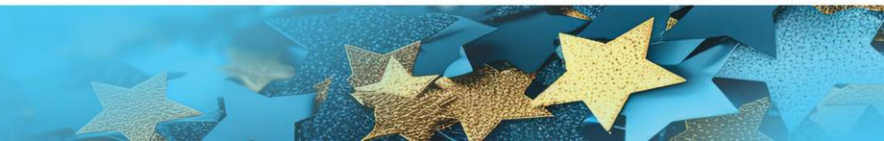


What stood out to the Judges in 2023

- Strong self awareness – your impact on others, society, clients
- Self development – career choices, lifelong learning
- Leadership – developing colleagues, contributing to business strategy, etc
- Innovation and creativity – for clients, your employer, society, the profession
- Developing the next generation of PRs – mentoring, volunteering, guest lectures, participation in professional events, etc
- Listening carefully to what is asked in the interviews
- Excellent Communicator – setting out your thoughts and views eloquently and persuasively to the Judges

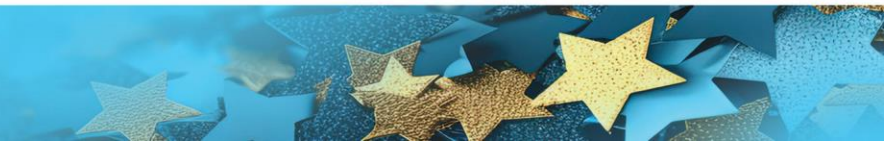
General Tips from the Judges

- 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)



Your Video - Tips from the Judges

- We are not judging the production value or creativity in video!
- We need to focus on what you are saying, so keep the video simple
- Avoid distractions in videos
 - Record it in one sitting, face to camera - no costume or location changes
 - Steady please - stand your camera on a support and don't hold it yourself
 - No text please i.e., no captions, no speech balloons, no subtitles!
 - No background music or other noise, please!



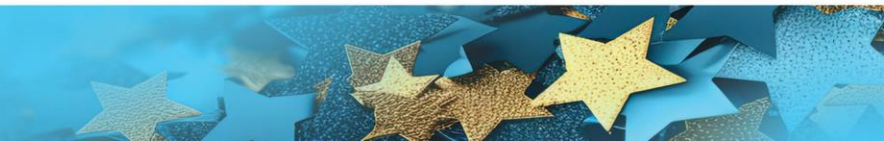
Young Communications Professional of the Year – KEY DATES

- **Closing Date for Entries**
Noon, Tuesday, 05 March 2024

- **Shortlist Announced**
Wednesday, 15 May 2024

- **Interviews**
Week of 24th May 2024 (tbc)

- **Awards Ceremony**
Friday, 21 June 2024



Sophie Boucher
Legacy Communications



Nicola Halloran
Teneo



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INFO BROCHURE AVAILABLE ON WWW.PRCA.IE

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