



PRCA Public Affairs Awards 2018

Entry Form

Please fill out the following details, and email this entry form along with your entry documents to awards@prca.org.uk.

Submissions must be received by close of business on Wednesday, 19th September 2018. The Awards ceremony will be held on Thursday, 29th November 2018 at the Park Plaza, Riverbank (18 Albert Embankment, London SE1 7TJ)

TERMS AND CONDITIONS

Please make sure that your submission accompanying this form complies with the following conditions:

- Maximum 1,000 words – minimum font size 10.
- Maximum size of entry, two sides of A4.
- Optional supporting pictures, graphs, clippings or screen grabs – maximum two sides of A4
- All entries must relate to the time frame 1st September 2017 – 30th October 2018.
- The same campaign can be submitted for as many categories as you wish, but should be adjusted to suit the entry criteria.
- If AVEs are used as a form of measurement without a secondary means of evaluation, your entry will be void. For reference, please see [The PR Professional's Definitive Guide to Measurement](#).
- Entries must be submitted in PDF format.
- Where the campaign was undertaken in conjunction with a third party please provide details.
- It is the entrants' responsibility to seek and ensure permission has been granted for the right to use the intellectual property of the brand or client entered.
- The entry fee of £150 (excluding VAT) must be paid at the time of submission. Once you have paid for your entry, please send your entry to awards@prca.org.uk.
- The Judges' decision is final.

JUDGING CRITERIA

Entries will be judged on the following criteria:

- Entries in the Campaign Categories should demonstrate; strategy and research; execution; creativity; originality; and evaluation.
- Entries in the Team/Consultancy Categories, judges will mark your entry on the following criteria; clients; staff; financial; and innovation:
 - Clients: retention, growth and performance
 - Staff: retention, approach and diversity
 - Financial: performance, growth, acquisitions must be disclosed
 - Innovation: for example, investment in infrastructure, new client products, new approach to staffing



- In the Individual Categories, judges will mark your entry on the following criteria; leadership; initiative; performance and contribution; colleague/client references.
- For a full description of all the categories, please visit our [website](#).

DETAILS

Your name:

Your organisation:

E-mail address:

Telephone number:

Category:

Campaign title (if applicable):

Date: