



Entry toolkit



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2025

The PRCA promotes all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

The PRCA Public Affairs Awards is your chance to:

- ◆ **Celebrate the industry** – the awards are the only dedicated UK awards ceremony for the public affairs industry, and as the voice of the public affairs and lobbying industry we believe there is much to celebrate!
- ◆ **Gain industry recognition** – This is the perfect opportunity to showcase your excellent work over the past year. If you are proud of your work and your team, we encourage you to enter.
- ◆ **Engage with the industry** – These awards attract the biggest and brightest from the public affairs industry, a great opportunity to network and to learn from your peers.

KEY DATES AND PRICING

Early Bird Deadline	25th October 2024
Final Deadline	15th November 2024
Finalists Announced	11th December 2024
Awards Ceremony	27th February 2025
Early Bird entry <i>Member</i>	£145+VAT
Early Bird entry <i>Non Member</i>	£240+VAT
Final entry <i>Member</i>	£185+VAT
Final entry <i>Non Member</i>	£305+VAT

A 20% discount is available for registered charities. Please email awards@prca.org.uk for more information.

ENTRY GUIDELINES

Your written entry should be submitted in PDF or Word format, no more than 1,000 words, font size 10 and a maximum of four sides of A4.

Please state your campaign title clearly in the entry document.

Do note that 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.

ELIGIBILITY AND CONFIDENTIALITY

All entries that are made into the Campaign Award Categories must be focused on work carried out between 17th November 2023 - 15th November 2024 (the closing date). A substantial amount of the campaign work must have occurred during this time, but the campaign does not need to have been started or completed during the eligibility period. Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

The same campaign can be submitted for as many categories as you wish, but should be adjusted to suit the entry criteria. Where the campaign was undertaken in conjunction with a third party please provide details.

Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

If AVEs are used as a form of measurement your entry will be void. For reference, please see **[The PR Professional's Definitive Guide to Measurement](#)**.

Organisations can enter the Awards as many times as they like per category, but can be shortlisted a maximum of 3 times per category.



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YOUR ENTRY

The PRCA Public Affairs Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. However, we would advise that you follow the judging criteria listed below:

Mandatory:

- For Campaign Awards, the campaign budget must be stated.
- When public affairs is part of an integrated campaign state the public affairs budget and the approximate campaign budget must be clear.
- For team awards, the budget stated must be from the most recent financial year.
- The entry fee must be paid at the time of submission.

Supporting Materials (Optional):

Supporting documentation such as press cuttings, pictures, graphs, screen grabs and video/URL links are optional – all relevant information should be included in your main entry.

If including a video, it must not run for longer than 4 minutes and and be uploaded as a MP4 to our awards website.

Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

JUDGING CRITERIA

Entries in the Campaign Categories should demonstrate: strategy and research, execution, creativity, originality, and evaluation.

We encourage you to include all the details of the campaign, including outcomes achieved and approximate budget.

In the Individual Categories, judges will mark your entry on the following criteria: leadership, initiative, performance and contribution, and colleague/client references.

Entries in the Team/Consultancy Categories will be marked on the following criteria: clients, staff, financial, and innovation.

- Clients*: retention, growth, and performance.
- Staff: retention, approach, and diversity.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

**only relates to consultancy entries and not in-house.*

Contact Details:

For Awards information please contact:

awards@prca.org.uk or call the awards team on **0207 233 6026**.

For Sponsorship information contact Debbie Little at Debbie.Little@prca.org.uk



1. Follow the guidelines

1. Read the entry guide and read it again. The judges will stick closely to the criteria set out in the guide and so if you don't include something, you're already setting yourself behind the other entrants!

2. Results

2. Remember that everyone has great results and so don't tell the judges – show them! Put them in context and show the tangibility of your results by always linking them back to your original aims. Simple facts and figures sometimes make more of a statement. Clear evaluation metrics* can tell a story and support why your entry may have been so successful.

**Any entry that uses AVEs will be disqualified.*

3. Stand out and be creative

3. Give the judges something interactive to look at and engage with to help them better understand your entry. Whether that's through the use of language, image or video, bring your entry to life by using different mediums.

4. Try not to assume

4. Despite the judges being industry experts in their sector, they may not have in depth knowledge of your entry. This being said, aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

5. Choose wisely

5. The variety, depth, and breadth of the public affairs industry alongside the large range of award categories to choose from means there will always be a slight overlap. Choose the category wisely to ensure you're entering the best possible choice for you.

6. Plan, plan, plan

6. Think how many other entries you may be up against and know that a last-minute entry may not be the best path to a win. A good entry that has sufficient time, thought, and energy put in will stand out from the other submissions.

7. Be honest

7. Whether it's campaign costs, over-inflated measurements and results, or any other use of false information, the judges will be able to notice immediately. Don't waste the opportunity to have a winning entry by providing the judges with an unrealistic submission.



CAMPAIGN AWARDS

Best Use of Social or Digital Media in a Campaign

This category is aimed at identifying and celebrating the best use of social or digital media channels in support of a public affairs campaign in the UK. Entries may showcase the use of social channels, influencers, digital marketing, video, audio, broadcast, or other relevant communication tools. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best In-House Consultancy Collaboration

Some campaigns succeed because of the high level of collaboration between client and consultancy. This is a joint award to recognise the best campaign implemented by an in-house individual or team in conjunction with an external agency in the UK. Entries must be jointly submitted in the name of the consultancy and the client. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Consultancy Campaign of the Year

This category is aimed at identifying and celebrating a campaign run by a consultancy displaying creativity, innovation, the ability to raise awareness and delivering meaningful results. A supportive statement from the client will carry a considerable weight in this category. Mention should be made of any other consultancy or third party who played an active role and contributed to the success of a campaign. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best AI-Driven Digital Campaign

This category recognises outstanding campaigns that demonstrate innovative integration of AI tools in support of a public affairs campaign in the UK. Submissions should detail the AI-supported strategies employed, the creative implementations, the outcomes achieved, and the approximate campaign budget.

Strategic Communications or Corporate Brand Campaign of the Year

This category is aimed at establishing the best campaign or programme run by a commercial enterprise in the UK. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

In-House Campaign of the Year

This campaign is aimed at identifying and celebrating a campaign run by an in-house team (solely), displaying creativity, innovation, the ability to raise awareness and delivering meaningful results. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Planning Campaign of the Year

This category is aimed at establishing the best campaign in the field of local government planning in the UK. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Trade Body/Voluntary Sector Campaign of the Year

This category is aimed at establishing the best campaign or programme run by, or on behalf of, a trade, charitable, or voluntary body in the UK. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission. If there is a fundraising aspect to your entry, you must include an explanation of how the entry has contributed to the financial stability or fundraising objectives of the organisation.

UK Campaign of the Year – Beyond London

This category recognises the efforts of a team for activity focused outside of London (beyond the M25 region). It celebrates an outstanding campaign geared towards influencing the Government in Scotland, Wales, Northern Ireland, or the English regions.



INDIVIDUAL AWARDS

Public Affairs Professional of the Year

Judges will look for an individual (either consultancy or in-house) who has succeeded in making communications a strategic priority within their organisation, supporting or leading the organisation's broader objectives. The individual will have shown outstanding performance, made a significant contribution to the industry and to their organisations. Nominations for this award can be made by the individual or a colleague and organisations can submit any number of entries. Entrants must include 500-word personal statement as part of their entry. This is included in the 1,000 word limit.

Public Affairs Trailblazer of the Year

– FREE TO ENTER –

This award gives recognition to an individual for their outstanding commitment to innovation and creating a more equitable and inclusive environment. The Award recognises outstanding achievements in an area of work that promotes diversity, equity, and inclusion (DE&I) and/or sustainability in the public affairs industry.

Nominations for this award can be made by the individual or a colleague and organisations can submit any number of entries. Entrants must include 500-word personal statement as part of their entry. This is included in the 1,000 word limit.

Public Affairs Woman of the Year

– FREE TO ENTER –

This category celebrates the achievements of a woman (either consultancy or in-house) who has demonstrated a pivotal role in the field of public affairs. The awardee will have a proven track record of success using communications to achieve strategic goals and will have made a significant contribution to their organisation and the industry as a whole. The Award recognises a woman whose exceptional efforts today are paving the way for the women of tomorrow. Nominations for this award can be made by the individual or a colleague, and organisations can submit any number of entries. Entrants must include 500-word personal statement as part of their entry. This is included in the 1,000 word limit.

Please note: the judging criteria for this category are different to other individual categories.

For this award, judges will mark the entry on the following criteria:

- **Performance**
Work that encourages diversity of representation within general work activity – these could be either externally focused or internal initiatives.
- **People and business practices**
The individual's strong commitment to encouraging diverse workforces and/or initiatives and policies to reduce environmental impact within the industry.
- **Creativity**
The individual's unique approach to DE&I or sustainability that is delivering measurable success.



TEAM AWARDS

In-House Team of the Year

For the in-house public affairs team which has made an outstanding contribution towards achieving the objectives of their employer. Details of projects and campaigns undertaken, and outcomes achieved, should be included in the submission. As with all team categories, judges will mark your entry against the following criteria: team performance, staff, financial, and innovation.

Small Consultancy of the Year

This category is open to any consultancy of up to 10 staff. Judges will look for evidence of financial performance, staff and client retention/acquisition, innovation, and implementation of creative ideas.

Medium Consultancy of the Year

This category is open to any consultancy of 11 – 25 staff. Judges will look for evidence of financial performance, staff and client retention/acquisition, innovation, and implementation of creative ideas.

Large Consultancy of the Year

This category is open to any consultancy of 26 staff or over. Judges will look for evidence of financial performance, staff and client retention/acquisition, innovation, and implementation of creative ideas.

Please cover:

- Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.
- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed.
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.