



AWARDS FOR
EXCELLENCE IN
**PUBLIC
RELATIONS
2023**



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PRCA Agency of the Year

1 to 10 Employees



Springboard Communications has won the PRCA Agency of the Year award at the Awards for Excellence in Public Relations 2023 held in The Mansion House, Dublin. Hosted by the PRCA (Ireland) and PRII, the annual awards celebrate the very best of Irish public relations and communications work over the previous 12 months. Pictured with the award are Aoiffe Llewellyn, Client Manager, Rachel Lysaght, Senior Client Executive, Patrick O'Grady, Senior Client Executive, Sandy Boundy, Director of Strategy & Insight and Susie Horgan, Managing Director, Springboard Communications. Picture: Fennell Photography



Agency

Springboard Communications

About Springboard

2022 was a significant milestone for Springboard Communications, as we celebrated 10 years in business. We took the opportunity to step back and understand our purpose and role not only for our team and clients, but also our community and the wider PR eco-system. We set ambitious targets for ourselves.

Over the past year, we have expanded our offering in response to a changing market, most notably in the internal communications space. We launched our first Internal Communications in Ireland Sector Audit Report in 2022 and held an industry event for businesses on how they can harness the power of employee communications.

We progressed our sustainability journey. We conducted our own materiality assessment, identified our impact areas, and created our sustainability statement, aligned with the UN Sustainability Goals.

We launched a three-year partnership with Cork Life Centre focused on supporting aspiring female students to access third level education. The first 'Springboard Communications 3rd Level Access' Bursary was recently awarded, providing financial assistance to support the recipient in their studies.

Looking to the future, we co-created our purpose as an agency: "We will partner with you to deliver your purpose through world class communications, powered by Creative Thinking and Common Sense."

This reflects our commitment to partnership, creativity and collaboration. As strategic advisors, we work closely with our clients, to ensure their reputations are maintained, protected and enhanced. We are driven by being the best and working with the best.

To our fantastic clients, we want to thank you for putting your trust in us to manage your business's reputation. It is our pleasure to work with you every day.

www.springboardcommunications.ie

Citation

"The judges noted that Springboard showed evidence of business leadership and commitment to developing new areas of work reflecting the typical demands of the market.

An agency you'd like to work with!"

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