

AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2024

PRCA
PUBLIC RELATIONS CONSULTANTS ASSOCIATION



Agenda

1. Key Dates for 2024 Awards for Excellence
2. Changes to Categories for 2024 Awards for Excellence
3. Evaluation and Judging Process
4. Feedback from Judges on 2023 Awards
5. What is being judged
6. Q&A



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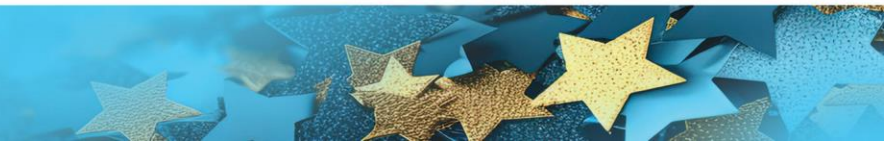


**AWARDS FOR EXCELLENCE
IN PUBLIC RELATIONS 2024**



1.

Key Dates 2024 Awards



KEY DATES 2024

Closing Date for Entries:

Noon, Tuesday, 5 March 2024

Shortlists Announced:

Wednesday, 15 May 2024

Awards Ceremony:

Friday, 21 June 2024



INFO BROCHURE AVAILABLE ON WWW.PRCA.IE

Enquiries relating to entries:

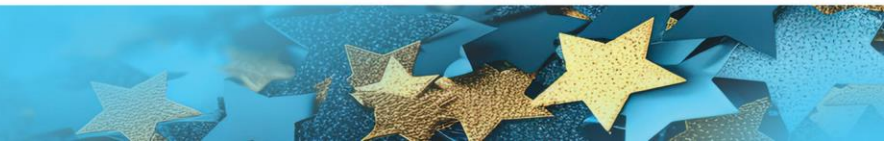
Áine Sheehan – aine@prii.ie

Enquiries relating to Awards Event:

Annmarie Jordan – annmarie@prii.ie

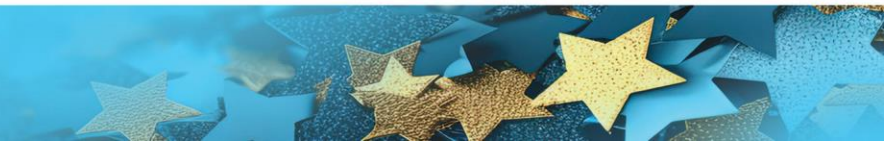
2.

Changes to Categories for 2024 Awards



Some Changes in 2024

- Period during which work is carried out extended by two months:
 - now 1 January 2023 to 29 February 2024
- PR *for* an Event and Long-Term Campaign categories are gone
- **New** ESG Category: Environmental, Social and/or Governance Campaign
- Young Communicator max. age increased to 32



Some Changes in 2024

- Consumer PR Campaign has two rather than three sub-categories
 - €30k or under and over 30k
- Media Relations now has two rather than one sub-category
 - short term (<6 mths) and long term (>6 mths)
- Charity, NFP, NGO category is no longer sub-divided
- Corporate communications now two rather than three sub-categories
 - €30k or under and over 30k
- Best use of Sponsorship budget sub-categories reduced from €50k to €30k



Some Changes in 2024

- PR Events has two sub-categories
 - €30k or under and over 30k
- In-House Team of the Year is no-longer sub-divided into 5 or less and 6 or more employees
- PRCA Agency of the Year covered at earlier session
- Shortlists in each category will be published



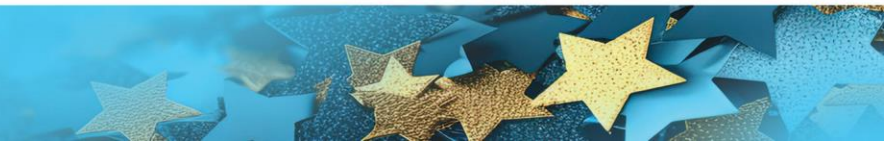
3.

Evaluation & Judging Process



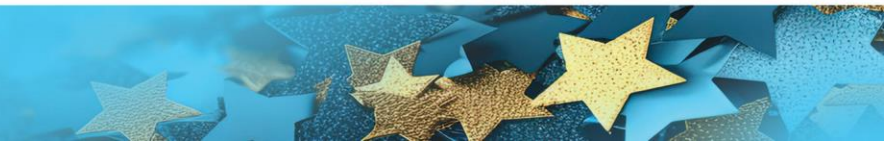
4-step Evaluation Process

- Initial verification of entries
- Independent Auditors' evaluation
- 12 Judges
 - Independent analysis
 - Panel discussions
- Additional Specialists for specific categories like ESG and Agency of the Year



Validation and Auditing

- PRII registers, checks and processes all entries (circa 200 entries)
- Two Independent Auditors
 - Read all entries, check that all criteria have been met e.g., dates, back-up materials attached such as press releases, media clippings, etc
 - Check quality of entry form such as grammar, typos, appearance



Judging

- 12 Judges and Chair – all volunteers with extensive experience
- Each Judge receives circa 25% of entries – that's 50-60 entries each
- Each Judge reads their cohort of entries in isolation from the others
- Judges meet in panels of three, with Chair, for a half-day (4 x half-day judging meetings)

Note: Judging panels are carefully curated to ensure the right mix of backgrounds and knowledge relevant to each category (and no conflict of interest obviously)



4.

Judges Feedback from 2023 Awards



Feedback from 2023 Awards Judges

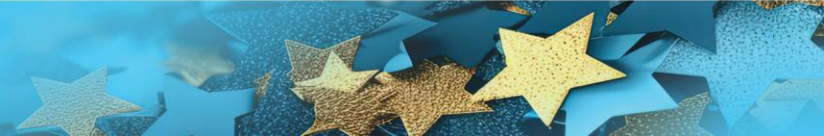
Some Good News...

“AVEs were less prevalent than ever – so tell them to keep that up!”

“A number of very creative campaigns this time”

“Many excellent and very hard-working campaigns (media category)”

“Great to see people are thinking about who is their audience”



Feedback from 2023 Awards Judges (*continued*)

“While audiences were defined and objectives and KPIs were set in most entries, the rationale for these was often missing or unclear”

*“What was the IMPACT of **PR specifically** in this campaign?”*

“Impact of PR is sadly missing from many entries”

“Not enough core PR activities across many entries”

- “Where is the evidence of networking or leveraging contacts / favours?”*
- “Does anyone sell-in stories anymore? Surely the media coverage doesn’t just happen now?”*



Feedback from 2023 Awards Judges (*continued*)

- *“Avoidable mistakes were the difference between winning and losing in some cases,”* (especially when there is tight competition):
 - Wrong dates
 - Excessive typos, poor punctuation / grammar
 - No attachments / expired links to attachments
 - Lack of clarity around PR budget – more later!
- Where a campaign was entered in more than one category – some rewrote the entry, while others submitted the same form. Guess which entries succeeded!



5.

What is being Judged?



Important to Note

- All entries judged in context of the other entries in that category that year
- Decisions are solely based on what you have provided in your entry
 - Make no assumptions
 - Like an exam paper, if the information is not included in the entry, it cannot be judged!
 - Judges rely on your evidence of outputs like media clippings, social media engagement, and outcomes like sales, sign-ups, volunteers, etc
- Five key focus areas for 2024 entrants: **Creativity**, **Context**, **Impact of PR**, **Evidence** and **Quality of Entry Form**



So What?



Creativity

Increasingly, Judges ask 'So What?' about some entries due to

- Lack of creativity, innovation, uniqueness and drama
- Use of influencers without rationale or context for why they were chosen
- Lack of context for KPIs and therefore Judges are left underwhelmed by measurement / results
- Low / no context for the approach taken – strategy, tactics, etc
- Experimenting, pushing the boundaries, a brave /courageous approach

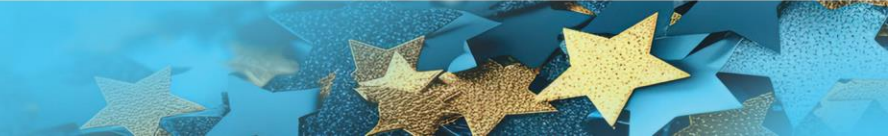


Context

- What was the PR strategy?
- Provide rationale for that strategy - why did you take that specific approach?
- Context - what was unique about the situation you tackled – timing / geography / external issues?
- Precisely what did your team and PR deliver to make this campaign so effective?
- Why this audience and not another demographic?
- Why this tactic? Timing? Particular Influencer?
- For global / local execution of international campaigns – clearly identify the localised elements, what strategic value / leadership you provided and what role you played



How did YOU make a difference?



Impact of Public Relations

- How did you develop Strategy? Messaging? Collateral?
- How did you align Messaging and Tactics to your audiences?
- How did you ensure your approach met your objectives?
- What did you do to persuade client to adopt your proposed strategy?
- Sometimes simple hard work is a winning formula
 - Impact in the context of PR fees
 - Leveraging your contacts to get results, e.g., involving staff, volunteers
 - Negotiating pro bono services / discounts / freebies
 - Recycling / repurposing existing assets or props



Evidence?



Prove the Campaign was Successful

- What evidence is there that the campaign was a success?
 - How did your campaign align to and deliver against the corporate strategy?
 - What **outcomes** (tangible results) did the campaign deliver e.g. sales, sign-ups, volunteers, attitudinal or behavioural change?
 - What is your benchmark – evidence - for those success factors? (e.g. previous sales figures, before and after research, etc)
- Note: Media coverage / social media engagement is not an end in itself – it is an **output** (what you did). Nevertheless, you need to include evidence that you generated coverage – be sure to include press release(s), media clippings, social media metrics and screenshots, etc



Evidence of Campaign Budget

- Is it clear in your entry what was the budget and summary breakdown?
 - PR Fees
 - All paid activities in your budget (paid influencers, promoted posts on social media, advertising in your budget, insight, etc)
 - 3rd party costs (Venue hire, Photography, Printing)
- Any pro bono elements? If so, tell us and explain how and why
- Judges are always impressed when a campaign displayed exceptional value for money, i.e., impact and results in the context of the budget (e.g., low PR fees, no paid or paid social media elements, etc)
- Note: the details of your campaign budgets and fees remain confidential



Do yourself a favour...

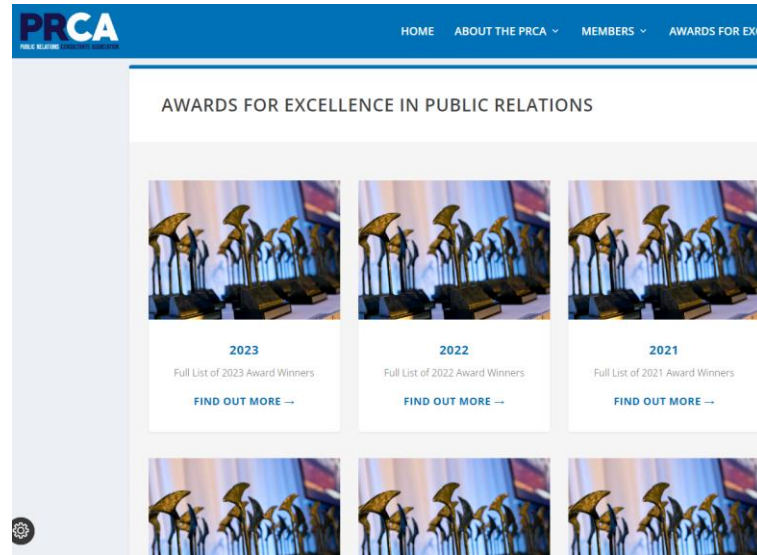


Winners Submit Very High-quality Entries

- **Focus on your Audience – the Auditors and Judges who will read your entry!**
 - Assume they know nothing about your client / campaign – like an exam
 - If something is important include it - if not in entry, it cannot be considered
 - Provide context and be honest about the challenges you faced
- Easy on the eye – tell a well-written story that is focused, with graphics / tables
- Proofread – ensure NO typos, grammatical errors, etc
- Provide EVIDENCE - and ensure it is accessible to the Judges (links that don't expire!)
- Give yourself plenty of time to do justice to your work
- Be honest with yourself – is it really award-worthy?



Showcase of Previous Winners available at www.prca.ie

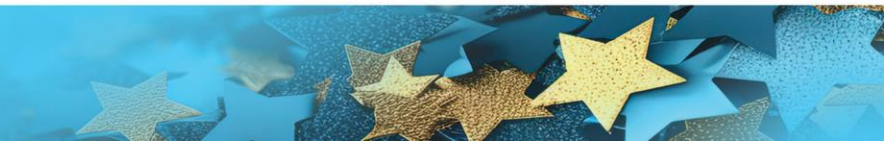


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Remember: This is a competition!



6. Questions?



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