

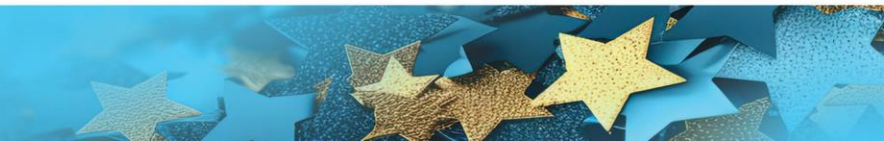
# AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2024

**PRCA**  
PUBLIC RELATIONS CONSULTANTS ASSOCIATION



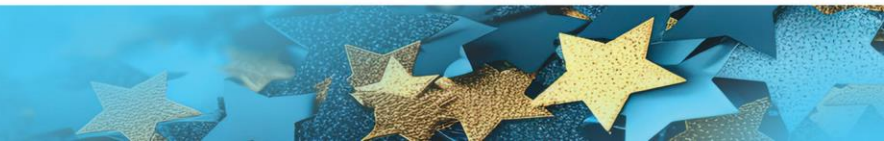
# Agenda

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



# 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](http://WWW.PRCA.IE)**

**Enquiries relating to entries:**

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Anmarie Jordan – [annmarie@prii.ie](mailto:annmarie@prii.ie)

# 2.

## Changes to Categories for 2024 Awards





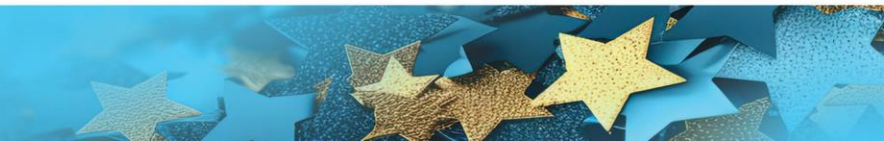
# Changes to Agency Category for 2024

- To sub-categories, now 1-15 employees and 16 or more employees
- Max. word counts have been reduced
- No longer requires period of retention of each employee
- Period during which work is carried out extended by two months:
  - now 1 January 2023 to 29 February 2024
- Note: Shortlists in each category will be published



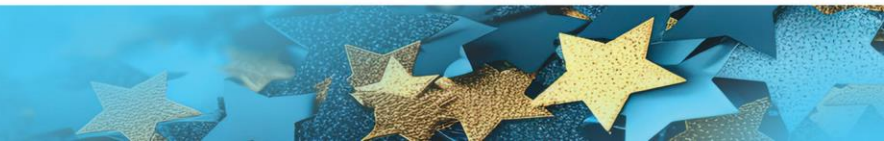
# The Value for your Agency of Entering this Category

- ✓ Inform business planning and business management
- ✓ Stand back from day-to-day activities to analyse / audit your activities
- ✓ Winning agencies benefit through staff retention, and an enhanced market position



# 3.

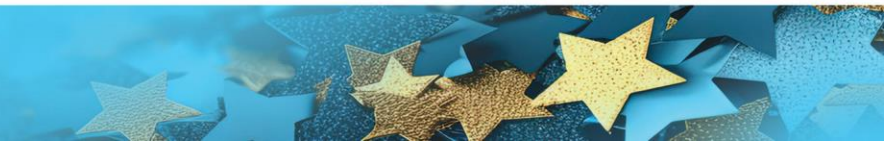
# Evaluation & Judging Process





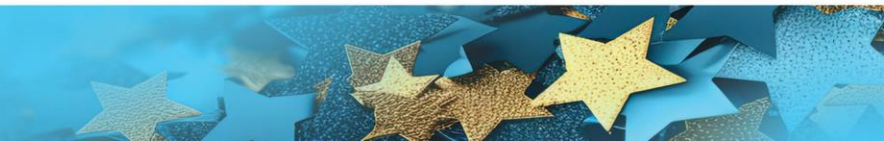
# Validation and Auditing

- 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



# 4-step Evaluation Process

- Initial verification of entries
- Independent Auditors' evaluation
- 12 Judges
  - Independent analysis
  - Panel discussion – Panel of 3 Judges meets with Chair to evaluate entries
  - Additional Specialist – independent financial auditor in 2023 reviewed all Agency of the Year entries before they were provided to the Judges
  - Judging panels are carefully curated to ensure the right mix of backgrounds and knowledge relevant to each category (and no conflict of interest obviously)



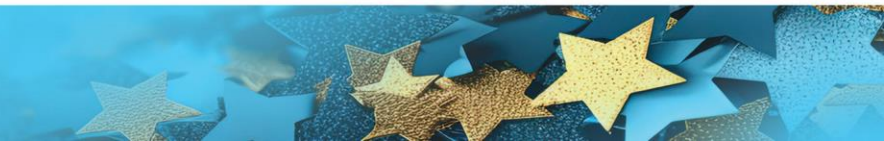
# 4.

## Judges Feedback from 2023 Awards



# Feedback from 2023 Awards Judges: Agency of the Year Category

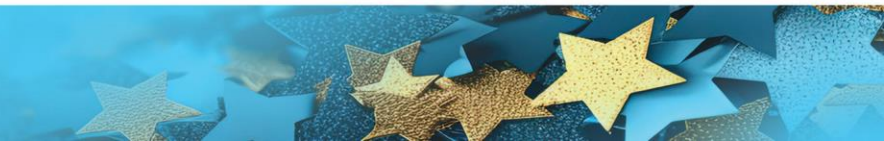
- 2023 saw the highest number of entries in this category to date
- Financial due diligence checks undertaken by independent financial auditor
- Some entrants focused on showing how BIG their figures were (Income and Staff numbers) rather than the context of the figures
- The judges analyse your success based on how you have progressed / grown / pivoted over recent years to increase income / staff / clients / services



# Feedback from 2023 Awards Judges: Agency of the Year Category *continued*

## Successful entrants

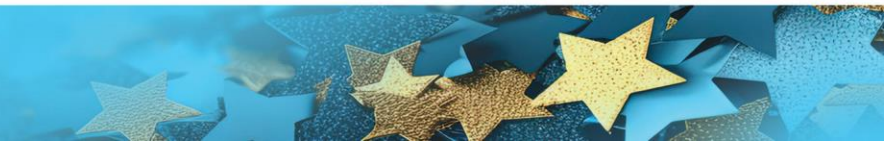
- Showed a strategic and planned approach to managing their Agency
- Didn't just tell the judges what they do – they also highlighted what they do not do / pursue and importantly, why not
- Demonstrated innovative commitment to staff retention through other means apart from financial rewards



# Feedback from 2023 Awards Judges: Agency of the Year Category

## Remember:

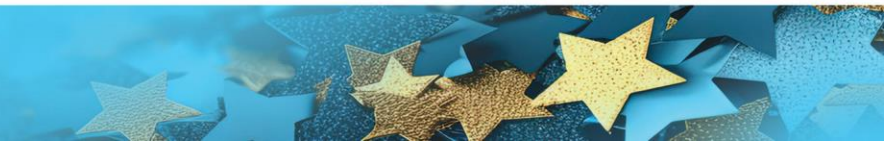
- It is a competition so stand back and consider what are your USPs – what makes your agency stand out (Tip: ask clients)
- Staff Numbers should be FTEs (i.e. 2 part-timers doing 50% each = 1 FTE)
- Include the categories from where your fee is generated - if there are other activities apart from core PR, e.g. communications training, video / podcast production, etc





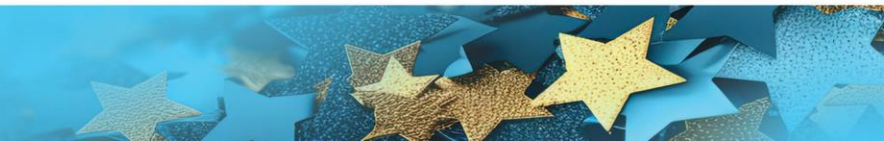
# 5.

## 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**



# A WINNING Agency

- ✓ Very well managed business – strategically and operationally
- ✓ Not complacent – takes an active approach to planning / running / growing the agency / business development
- ✓ Happy Staff - invests in people and has processes to retain and attract the best
- ✓ Successfully manages difficult issues / challenges – what, when, how, learnings, subsequent adjustments / improvements

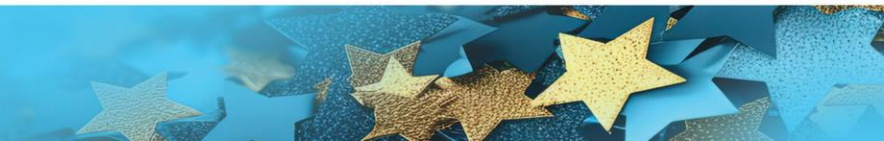


# So What?

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PUBLIC RELATIONS COUNCIL OF AMERICA

  
**PRII**



# What is **SPECIAL** about **YOUR AGENCY**?

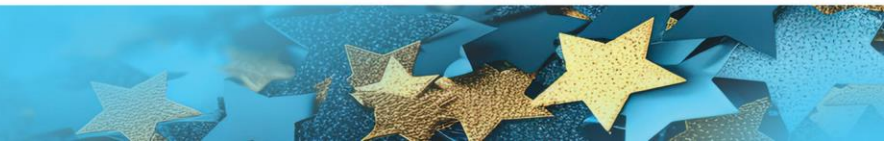
As with all entries to the Awards for Excellence in PR, consider

- What is **unique** about your agency?
- What makes your agency **excellent**? Why is it **better** than others?
- How can you ensure your **entry stands out**? Does it pass the “So What?” test
- **PROVE IT** – provide evidence



# Business Success does NOT Just Happen!

- How do you attract new staff? Are they coming to you or are you head-hunting or is there a staff referral scheme?
- What process did you go through to identify new business streams?
- What steps did you take to establish / grow a new business stream?
- What do you do to retain clients? Are there difficult conversations? Client satisfaction surveys? Scheduled formal client check-ins?
- How do you manage any issues / complaints / mistakes?





# Evidence?

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IN PUBLIC RELATIONS 2024**

**PRCA**  
PUBLIC RELATIONS COUNCIL OF AUSTRALIA

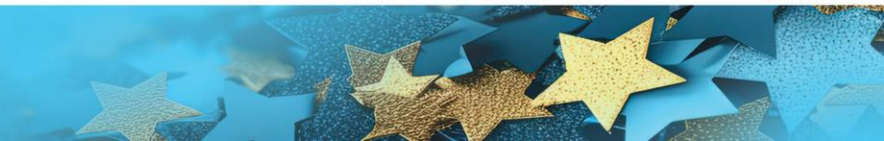
  
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# Winners Submit Very High-quality Entries

**Focus on your Audience – the Auditors and Judges who will read your entry!**

- Assume they know nothing about your Agency – like an international pitch!
- If something is important include it - if not in entry, it cannot be considered
- Provide context, be honest - everything is confidential
- If part of a global PR business, focus on the local Agency in Ireland
- Treat every question as a gift - sell your Agency - rather than just filling in a form
- 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 your Agency really award-worthy this year?

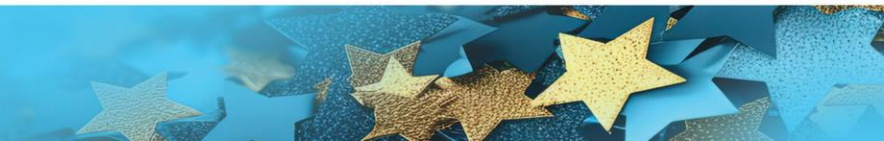


# Finally, before submitting your application form

- Ask a trusted external expert to review it on your behalf
- Get your Accountant or a Financial Advisor to critique it - commercial perspective
- Get staff at different levels to review and provide feedback to enhance your entry



# 6. Questions?



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