

AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2024

PRCA
PUBLIC RELATIONS CONSULTANTS ASSOCIATION



#PRAwards24

Tips for Making #PRAwards24 Shortlist Video

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#PRAwards24 Shortlist Videos

- We will show a short video on each winning campaign, as winners make their way to the stage at the Awards for Excellence in Public Relations in the Radisson Blu Royal Hotel, Golden Lane.
- All shortlisted entrants must provide us with a brief video clip on each of their shortlisted campaigns by Friday, 7 June.

#PRAwards24 Shortlist Videos

- Video should explain:
 - Why you chose to enter the campaign
and
 - What made it special or an example of excellence

#PRAwards24 Shortlist - some tips on recording the clip

- **How do I record it?** Use your smartphone or tablet – or the webcam on your laptop/PC
- **How long should the clip be?** Keep it to ***60 seconds or under***
That's about 180 words.

Longer videos will be returned for reediting

#PRAwards24 Shortlist - some tips on recording the clip

- **What shall I say?**

Tell us why your campaign was special or important and what impact it had.

Don't forget to mention your company name and/or client and anyone else who needs a quick mention.

NOT an 'acceptance speech'.

#PRAwards24 Shortlist - some tips on recording the clip

- **Where shall I send it to?**

Send via WeTransfer to aine@prii.ie including your name, organisation and contact details, with the campaign name and category in the subject line.

- **When do you need the video by?** Friday 7 June
- **When will we know if we've won?**

Friday 21 June in the Radisson Blu Royal Hotel, Golden Lane.

#PRAwards24 Shortlist - some tips on recording the clip

- **What will happen the videos after the Awards**

PRCA Website

Social Media - Twitter & LinkedIn

#PRAwards24 Gala–21June

Collecting the trophy – names and job titles of the people (max two on stage) who will receive the Award on the day email annmarie@prii.ie by **Friday 31 May**.

Book your tickets –Friday 21 June, Radisson Blu Royal Hotel, Golden Lane, Dublin 8.
Drinks reception @ 12noon, lunch at 12:45pm.

MC is Dearbhail McDonald.

Tickets are €180 ea. - book by emailing annmarie@prii.ie no later than **Friday 14 June**.

#PRAwards24 Shortlist Videos

Friday 7 June

WeTransfer to aine@prii.ie

- Campaign name and category in subject line
- Your name, organisation and contact details in body of email

Well done on being shortlisted and best of luck!