



ENTRY TOOLKIT

2022

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 Platinum Awards is your chance to display and celebrate your success over the last year, and to be recognised by the world's largest PR and communications professional body.

- **Promote the industry** – We're a not-for-profit, so all the profits from our awards are invested back into our industry to help teams and individuals maximise the value they deliver to clients and organisations.
- **Encourage your team** – Shine the limelight on your team's fantastic work and reward every member of your team that contributed.
- **Make your mark** – Display and celebrate your success over the last year and be recognised by the world's largest PR association.
- **Expand your network** – Win new business and open opportunities for new clientele by rubbing shoulders with award-winning businesses.
- **Gain global recognition** – Be globally recognised by the PR industry, with our judging process consisting of industry-leaders from across the world.

ENTRY GUIDELINES

The PRCA Platinum Awards are designed to seek out and reward the very best PR and communications professionals across the globe, decided by a panel of highly respected international industry experts.

To be eligible to enter the Awards, your entry must have previously won, or been a finalist in, another regional PRCA or recognised* PR Industry Award within the last 12 months (Between 17th May 2021 and 16th May 2022). Proof of this will be requested when submitting your entry.

Organisations can submit multiple entries into all categories, regardless of the category of their previous shortlist or win.

Recognised Industry awards include those run by Global PRCA partners, trade press, and local and national associations. If you have any questions regarding eligibility, please contact the team at platinumawards@prca.global.

The Awards are open to all parties involved in the use of PR and communications around the world including, PR consultancies, freelancers, in-house communications departments, digital agencies, and media owners.

Do ensure you have sought permission for the right to use the intellectual property of the brand or client entered.



ENTRY TOOLKIT 2022

KEY DATES AND PRICING

Early Bird Deadline	31st March 2022
Final Deadline	16th May 2022
Finalists Announced	9th June 2022
Winners Announced	5th July 2022

Early Bird Entry <i>Member</i>	US\$200 + VAT
Early Bird Entry <i>Non Member</i>	US\$250 + VAT
Final Entry <i>Member</i>	US\$250 + VAT
Final Entry <i>Non Member</i>	US\$300 + VAT
Diversity Award Entry	US\$100+ VAT

JUDGING CRITERIA

Judges will mark your entry on the following criteria:

CAMPAIGN CATEGORIES

Strategy and research, execution, creativity, originality, effectiveness, and results.

*The campaign budget must be stated. All entrants must include any agencies or teams involved in the campaign.

INDIVIDUAL CATEGORIES

Leadership, initiative, performance and contribution, colleague/client references, and a personal statement.

TEAM CATEGORIES:

- Clients: retention, growth, and performance.
- People: commitment to development and diversity, innovative practices, and employee engagement.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

AWARD MEASUREMENT

In our opinion, the award entries most likely to be shortlisted are those able to demonstrate evidence of campaign evaluation. If your team has a campaign that deserves professional recognition, but you don't have the data and analysis to do the story justice, then speak to our exclusive media intelligence sponsor, **CARMA**.

Exclusively available to PRCA members, CARMA offers a 10% discount for Campaign Evaluation Reports* – **fill out this form** and a member of the team will be in touch with you.

***Offer valid up until 6 weeks before the last award entry date.**

YOUR ENTRY

TEMPLATE

The PRCA Platinum Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your award entry. Your written entry must be no more than 1,000 words, size 10 font and a maximum of 2 sides of A4. However, we would advise that you follow the judging criteria on page 2.

MANDATORY:

- Three images and the company logo must be uploaded alongside your entry. Images can also be included in the body of your entry to support your case.
- The campaign budget must be stated. When PR is part of an integrated campaign, clearly state the PR budget and the approximate campaign budget.
- If the campaign is integrated, please state the PRs involvement and outline the activity of the other marketing disciplines when demonstrating results.
- Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

SUPPORTING MATERIALS (OPTIONAL):

Supporting documentation such as press cuttings, reports and videos are optional – all relevant information should be included in your main entry. If choosing to include a video, it must be uploaded in mp4 format directly to our entry website and must not run for longer than 4 minutes. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

CONTACT DETAILS:

For Awards information please contact: platinumawards@prca.global or call 020 723 36026.

For sponsorship information contact Steve Miller at Steve.Miller@prca.org.uk

FAQ

WHO CAN ENTER?

To be eligible to enter the Awards, your entry must have previously won, or been a finalist in, another regional PRCA or recognised* PR Industry Award within the last 12 months (Between 17th May 2021 and 16th May 2022). Proof of this will be requested when submitting your entry.

**Recognised Industry awards include those run by Global PRCA partners, trade press, and local and national associations. If you have any questions regarding eligibility, please contact the team at platinumawards@prca.global.*

Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year. Please be aware that campaign category entries do not have to relate to a specific campaign or project but can be a component of on-going work or a combination of activities.

Judges will assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.

HOW MANY AWARDS CAN YOU ENTER?

Organisations can submit multiple entries for all the categories.

WHO CAN SUBMIT?

Companies or individuals may submit entries on behalf of themselves or others.

RESPONSIBILITY

It is the entrant's responsibility to seek and ensure permission has been granted for the right to use the intellectual property of the brand or client entered. If you choose to enter an In-house Category on behalf of a client, the entry needs to be written and branded from the client's perspective.

RIGHT TO REFUSE

The organisers can refuse entries which may offend or bring PRCA or the industry into disrepute.

- If the campaign is not within the allocated time frames.
- If the entry was submitted past the submission deadline.
- If the campaign is breaking the law or is inappropriate.

CAMPAIGN AWARDS CATEGORIES

B2B AWARD

Recognises work that involves the promotion of products and services from one business to another. Entries can relate to a niche business sector or to the business community at large.

BEST USE OF DATA AND ANALYTICS AWARD

This category is aimed at establishing the best campaign or programme using reporting and measurement. You should detail how the reporting or measurement programme was innovative, how it was conceived, and the benefits gained. This could be a one-off campaign or for an ongoing programme. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

BROADCAST AWARD

This award recognises campaigns that use the broadcast medium effectively, either on its own or as part of an of an integrated programme of PR and targeted marketing activity. This can include podcasts, radio, TV, film, and entertainment.

CHARITY AND NOT-FOR-PROFIT AWARD

This category will recognise work by/on behalf of charities, voluntary and not-for-profit organisations. 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.

CONSUMER RELATIONS AWARD

This award recognises work that involves the promotion of products or services to consumers, delivered by the private, public or charitable sectors.

CONSUMER TECHNOLOGY AWARD

This award highlights work for technology products, services, or brands, targeted at the consumer market.

CRISIS AND ISSUES MANAGEMENT AWARD

Entries will recognise the work undertaken in a crisis situation and/or managing difficult issues. This might be by promoting an alternative perspective, or indeed by keeping an issue out of the media altogether. The successful entry will show effective communication strategy, including objectives and method deployed in a time of crisis. Judges are especially aware of the need for discretion in this category.

DIGITAL AND SOCIAL MEDIA AWARD

This category will highlight the campaigns that include a large element of digital and social media work. This can be individually or as part of an integrated programme of PR and targeted marketing activity. If a part of a longer-term project, clear aims and outcomes of the overall goal should be identified as well as the specific activity.

EMPLOYEE ENGAGEMENT AWARD

This award recognises campaigns that use internal communications to engage staff, drive organisational change, deliver increased stakeholder value, or change an organisation's ethos. Entries should detail how on-going strategy has shown significant improvement and further engagement within the internal team.

HEALTH AND WELLBEING AWARD

This category will cover work across the whole range of healthcare and well-being PR, including national healthcare, private healthcare, pharma, and medical research (including animal research). Campaigns and/or projects could relate to a healthcare issue, consumer healthcare product, facility, or initiative.

CAMPAIGN AWARDS CATEGORIES

INTEGRATED CAMPAIGN AWARD

This award recognises work that uses integrated communications, led by public relations, in order to achieve excellent results.

MEDIA RELATIONS AWARD

This award recognises campaigns that use targeted media relations to achieve creative, imaginative and outstanding results. The use of supporting material may be effective when needing to stand out from the crowd in this category.

STRATEGIC COMMUNICATIONS AWARD

This award focuses on strategic communications and would be suitable for teams working on stakeholder management, public affairs, and strategic consultancy.

PURPOSE AWARD

Recognising societal need, impact made, employee engagement, CEO activism and Sustainable Development Goals. The winning entry will need to show clear evidence of the campaign's ultimate impact, as well as demonstrating a strong link to business objectives. One-off campaigns with a strong rationale will still be considered. Agencies, brands, public sector bodies, non-profits, and NGOs can enter this category.

DIVERSITY, EQUITY AND INCLUSION AWARD

This award showcases work furthering efforts towards a more diverse, equitable, and inclusive society. This could include both internal or client work and might be focused on ethnicity, age, disability, sexuality, gender identity, religious belief, socioeconomic background, educational attainment, neurodiversity or any other aspect of diversity. Judges are looking for both creativity in addressing the issue and evidence of clear impact of the work or campaign on the specified aspect of DEI being tackled.

In keeping with our commitment to improving all aspects of diversity, including socioeconomic, the entry fee for this category has been reduced to USD100 + VAT.

Please note: the judging criteria for this category is different to the standard campaign categories.

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 across client work or within your own business.

PEOPLE AND BUSINESS PRACTICES

Demonstrating a strong commitment to attracting, retaining and promoting a diverse workforce, encouraging a culture of openness and inclusivity and/or reflecting the diversity of your projects or clients within the team that works on them.

OUTSIDE-THE-BOX

Spotlight your unique approach to diversity that is delivering measurable success for your business or clients.

INDIVIDUAL AWARDS CATEGORIES

RISING STAR OF THE YEAR

Open to young individuals (under the age of 30 years old at the time of the final entry deadline of 16th May 2022) in both consultancies and in-house teams. The winner will be recognised for an outstanding performance within their organisation and to the wider PR industry. Nominations for this award can be made by the individual themselves, a colleague, or employer. Organisations can enter any number of entries.

TEAM AWARDS CATEGORIES

SMALL CONSULTANCY AWARD

This category is open to any consultancy with under 15 employees.

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, and new approach to staffing.

MEDIUM CONSULTANCY AWARD

This category is open to any consultancy with 15-30 employees.

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, and new approach to staffing.

TEAM AWARDS CATEGORIES

LARGE CONSULTANCY AWARD

This category is open to any consultancy with 31 or more employees.

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, and new approach to staffing.

IN-HOUSE TEAM AWARD

This category is open to any in-house private, not-for-profit, or public sector PR and communications team. Judges will look for the role PR and communications play in the wider organisation, effective use of resources, and general contribution to the organisation's objectives. As with all team categories, judges will mark your entry against the following criteria: team performance; staff; financial; and innovation.