



IT'S YOUR TIME  
TO SHINE

**PRCA**  
NATIONAL  
AWARDS  
2021 |  **Gem**  
Research & Insights  
*Entry toolkit*

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 National Awards is your chance to display and celebrate your successes over the last year, being 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 National 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.

Organisations can submit multiple entries into all categories. Companies or individuals can submit entries on behalf of themselves or others. 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.

If the judges feel that an entry was particularly outstanding, but point difference hasn't allowed the win, they can award the entry Highly Commended. This will be announced on the evening.

Also on the night the PRCA will award the consultancy and in-house winners for:

- Campaign of the Year
- Best Use of Planning, Research and Evaluation in a campaign *sponsored by* CARMA.

If you enter a campaign category you are automatically entered into the running for both of these.

## KEY DATES AND PRICING

<b>Early Bird Deadline</b>	<b>14th June</b>
<b>Final Deadline</b>	<b>13th July</b>
<b>Finalists Announced</b>	<b>16th September</b>
<b>Individual and Diversity Award Interviews</b>	<b>30th September</b>
<b>Awards Night</b>	<b>9th November</b>
<b>Early Bird Entry</b> <i>Member</i>	<b>£220+VAT</b>
<b>Early Bird Entry</b> <i>Non Member</i>	<b>£260+VAT</b>
<b>Final Entry</b> <i>Member</i>	<b>£280+VAT</b>
<b>Final Entry</b> <i>Non Member</i>	<b>£320+VAT</b>
<b>Diversity Award Entry</b>	<b>£50+VAT</b>

## 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:**

#### **Agency Team**

- 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.

#### **In-House Team**

- 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.

## ELIGIBILITY AND CONFIDENTIALITY

All entries that are made into the Campaign Award Categories must have been **started or completed by 21st July 2020 and 13th July 2021** (the closing date). 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.

For each of the Campaign Categories, there will be a Consultancy winner and an In-House winner. If you are entering an In-House entry, you must ensure there is no agency branding or you will be disqualified.

## 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 National 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.*

### 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 state the PR budget and the approximate campaign budget must be clear.
- If the campaign is integrated, when demonstrating results please state the PRs involvement and outline the activity of the other marketing disciplines.
- 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 not run for longer than 4 minutes and be uploaded in mp4 format directly to our entry website. 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:  
[awards@prca.org.uk](mailto:awards@prca.org.uk) or call **020 723 36026**.

For sponsorship information contact Steve Miller at [Steve.Miller@prca.org.uk](mailto:Steve.Miller@prca.org.uk)

## TIPS AND TRICKS FROM OUR JUDGES

More tips and tricks can be discovered at our showcase on 20th May 2021.  
[Sign up on the PRCA website.](#)

### 1. Follow the guidelines

Read the entry guide and read it again! The judges will stick closely to the criteria set out in the guide and so please read it carefully to give you the best start in the judging process.

### 2. Results

Results and effectiveness form a whole segment of the marking criteria, meaning if you do not show the judges clear measurement and evaluation, you could be missing a chance of winning!

*\*Any entry that uses AVEs will be disqualified.*

### 3. Choose wisely

The variety, depth, and breadth of the PR industry alongside the large range of award categories to choose from means there will always be a slight overlap. Choose the category wisely to ensure you're entering the best possible choice for you.

### 4. Be honest

Whether it's campaign costs, over-inflated measurements and results, or any other use of false information, the judges will be able to notice immediately. Don't waste the opportunity to have a winning entry by providing the judges with an unrealistic submission.

### 5. Plan, plan, plan

Think how many other entries you may be up against and know that a last-minute entry may not be the best path to a win. A good entry that has sufficient time, thought, and energy put in will stand out from the other submissions.

### 6. Try not to assume

Despite the judges being industry experts in their sector, they may not have in depth knowledge of your entry.

This being said, aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

### 7. Stand out and be creative

Give the judges something interactive to look at and engage with to help them better understand your entry. Whether that's through the use of language, image or video, bring your entry to life by using different mediums.

## **CAMPAIGN AWARDS**

### **Automotive Award**

Identifies work across the automotive and transport PR sector. This can include motor manufacturers, trade bodies, or work aimed at customers and driving sales. Work could cover campaigns relating to transport and automotive services, initiative, and products.

### **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.

### **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.

### **Consumer Award – High Budget (More than £50,000)**

This category will recognise work that involves the promotion of products or services to consumers, working with a high budget (above £50,000). This category is open to the private, public, or charitable sectors.

### **Consumer Award – Low Budget (Less than £50,000)**

The winning entrant will display successful use of a low budget (less than £50,000), involving the promotion of products or services to consumers. This category is open to the private, public or charitable sectors. Judges will be paying particularly close attention to budgets, ensuring that the winning entry has shown sufficient financials, while retaining innovation and creative thinking.

### **Consumer Award – In-House**

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

### **Corporate, Financial, and Investor Relations Award**

This award showcases work across the whole range of financial PR, including investor relations, stakeholder engagement, and corporate affairs.

### **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.

## **CAMPAIGN AWARDS**

### **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 the NHS, 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.

### **International Campaign Award**

This award recognises work by a UK organisation that engages international media, clients or stakeholders. The campaign must have run over a minimum of two countries excluding the UK and clear identification of how the campaign may have been altered, if applicable, to the different markets.

### **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.

### **Not-for-Profit and Charity Award**

This category will recognise work by/or 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.

### **Public Sector, Value for Money Award**

Open to local authorities, public sector agencies, local bodies, and government departments. The winning entrant will have displayed work on a singular specific topic that has shown effective and impressive results in the public sector. This could include topical societal issues, the environment, health, or crime.

### **Purpose Award**

Recognising societal need, impact made, employee engagement, diversity and inclusion, CEO activism and links to the UN Sustainable Development Goals.

### **B2B Technology Award**

This category showcases work for technology products, services, or brands, targeted at the business market.

### **Consumer Technology Award**

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



## **INDIVIDUAL AWARD CATEGORIES**

### **Young Communicator of The Year Award**

Open to NextGen\* Individuals 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.

Entrants must include 500 word personal statement as part of their entry. This is included in the 1,000 word limit.

**Please note: If you enter this award and are shortlisted, you will need be available for interview on Thursday, 30th September, 2021 as a part of the judging process.**

\*A NextGen individual is anyone under the age of 30 years old at the time of the final entry deadline on 13th July, 2021.

### **PR Leader of The Year Award**

Judges will look for an individual (or joint heads) who have succeeded in making communications a strategic priority within their organisation, supporting or leading the organisation's broader objectives.

The individual (or joint heads) will have shown outstanding performance, made a significant contribution to the industry and to their organisations. Nominations for this award can be made by the individual or a colleague and organisations can submit any number of entries. Entrants must include 500 word personal statement as part of their entry. This is included in the 1,000 word limit.

**Please note: If you enter this award and are shortlisted, you will need be available for interview on Thursday, 30th September, 2021 as a part of the judging process.**



### **TEAM AWARD CATEGORIES**

#### **International Consultancy Award**

This category is open to any consultancy, whether multi-discipline or niche; originating from the UK that runs internationally across at least three countries. Essentials to include: number of salaried employees in the UK operation, date of incorporation, and details of turnover overall internationally and in UK business (acquisitions must be disclosed). Judges will be looking for clear objectives and analysis of performance alongside budgets, growth, and retention within staff and client base. Financial performance and growth will be assessed, and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to encourage under-represented groups.

#### **Specialist Consultancy Award**

This category is open to any UK-based consultancy or team within a consultancy that specialises in a specific sector or PR discipline. Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed). Judges will be looking for clear objectives and analysis of performance alongside budgets, growth, and retention within staff and client base. Financial performance and growth will be assessed, and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to encourage under-represented groups. More information can be obtained from the Rules of Entry page on the PRCA National Awards website.

#### **New Consultancy Award**

This category is open to any UK-based consultancy, whether multi-discipline or niche, founded up to 24 months prior to the entry deadline, 13th July, 2021. Essentials to include: number of employees,

date of incorporation, and details of turnover (acquisitions must be disclosed). Judges will be looking for clear objectives and analysis of performance alongside budgets, growth, and retention within staff and client base. Financial performance and growth will be assessed, and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to encourage under-represented groups. More information can be obtained from the Rules of Entry page on the PRCA National Awards website.

#### **Small Consultancy Award**

This category is open to any UK-based consultancy, whether multi-discipline or niche, with a PR fee income of up to £2million.

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, new approach to staffing.
- More information can be obtained from the Rules of Entry page on the PRCA National Awards website.

### **TEAM AWARD CATEGORIES**

#### **Medium Consultancy Award**

This category is open to any UK-based consultancy, whether multi-discipline or niche, with a PR fee income between £2.01million and £7.5million.

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, new approach to staffing.
- More information can be obtained from the Rules of Entry page on the PRCA National Awards website.

#### **Large Consultancy Award**

This category is open to any UK based consultancy, whether multi-discipline or niche, with a PR fee income of over £7.5million.

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, new approach to staffing.
- More information can be obtained from the Rules of Entry page on the PRCA National Awards website.

#### **In-House Team – Private Sector Award**

This category is open to any UK-based 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. More information can be obtained from the Rules of Entry page on the PRCA National Awards website.

#### **In-House Team – Public Sector Award**

This category is open to any UK-based 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. More information can be obtained from the Rules of Entry page on the PRCA National Awards website.

### TEAM CATEGORY | DIVERSITY AWARD JUDGING CRITERIA

*For this award, 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.*

This award recognises an PR agencies or in-house PR teams championing diversity, inclusivity and change within the industry. This could include both internal or client work to attract and retain a more diverse workforce, to ensure that talent from all backgrounds is reaching leadership levels, or to engage with, and learn from, diverse audiences in new ways that deliver measurable communications or business success.

The winning entry will show clear evidence of the positive impact that the work of the PR agencies or in-house PR team is having on diversity.

This might be focused on ethnicity, age, disability, sexuality, gender identity, religious belief, socioeconomic background, educational attainment, neurodiversity or any other aspect of diversity.

In keeping with our commitment to improving all aspects of diversity, including socio-economic, **the entry fee for this category has been reduced to £50+VAT.**

**Please note: If you enter this award and are shortlisted you will need be available for interview on Thursday, 30th September, 2021 as a part of the judging process.**

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