



Questions asked at PRII 2026 Communication Impact Awards The Briefing aka "How to Win" held in Huckletree, The Academy, 42 Pearse Street, Dublin 2 on 15 April 2026

Question 1

A few times during the presentation you mentioned impact. I was wondering if you had any campaigns from last year showing impact and how it worked?

We cannot direct you to any particular case studies. We do have some of last year's winning entries online. They will show some of the impact metrics like change policy or sale or increased appointments.

Click [here](#) for the available winning entries from 2025

Question 2

With some charities/campaigns it is more challenging to show impact. While a campaign can lead to reputation change and educating politicians, it's never going to fully change policy and unlike big awareness campaigns where the impact is massive, they have a big reach. Also, if it's not a fundraising campaign how do you report the impact. There isn't necessarily a direct line.

Does the charity ever do a sentiment check? Do they have an awareness figure at the start of the year and then carry out another sentiment check after the campaign and compare the results? For example, before the campaign, the awareness was X, and after the campaign the awareness was Y.

Is it possible to show you know the number of times that the charity was mentioned pre campaign or post campaign on the various media channels?

Has the click rate and visits to website or the related area of the website increased, pre and post campaign.

Question 3

You mentioned an evaluation framework?

It is the Barcelona Principles.

The most up to date version is version 4 launched in July 2025. This latest enhancement acknowledges the complexity of the communications environment, the strategic role of communications in delivering organisational objectives, and the need to measure what really matters.

We have a course ***From Inputs to Outcomes: Proving the Impact of Strategic Communications*** on the current version of Barcelona Principles. It is online on Tuesday 5 May at 10am to 12:30pm. It will be delivered by Dr. Martina Byrne.

Click [here](#) for more information and to book to attend



Question 4

Will all entries be published on the PRII website?

Only the winning entries will go up on our website, but we have to have permission from each individual winner. Sometimes they say yes and sometimes they say no because it might be confidential. They are given the opportunity to edit the entry to remove any confidential information.

Question 5

I am working for a charity. If you enter one campaign in different categories, do you have to pay for each entry?

Yes. You have to pay for each entry, and not per campaign as each entry is dealt with on an individual basis. This is important as your entry should be tailored to that specific category. Ensure that subsequent entries for your individual campaign are re-written for each specific category.

There are 3 price categories per entry:

- PRII Members €200 per entry
- Entrants from Registered Charity (special rate) €175 per entry
- Non-members €300

Question 6

What period do the campaigns have to be within?

The eligibility period is for work completed between 1 April 2025 and 31 May 2026. It is a 14-month period which allows campaigns which were on the border last year the ability to enter this year.

The work can start before 1 April 2025, but most of the work should have been carried out between April 25 and May 26.