

#### The value of public relations work

Contribution to delivery of organisational & societal objectives

Behavioral, attitudinal, environmental, political, financial, reputational...

Practiced effectively it can help improve - even save - lives





Demonstrate contribution

Recognition

Attract talent

Celebrate great work

Reach for the stars!





#### Agenda

- Key Dates
- Judging Panel
- Categories
- Submitting entries on PRII Awards Portal
- Evaluation and Judging Process
- Top Tips
- Q&A





#### **Key Dates**

**Tue 22 April** 

Thu 5 June

Tue 29 July

Fri 12 September

**Entries Open** 

**Entries Deadline** 

Shortlists Announcement

Awards Ceremony

Work carried out between 1 June 2024 and 31 May 2025





#### Meet the Judges:

- Orna Clarke Winner Silver Lion at Cannes PR Young Lions
- Orla Graham Insights Consultant, CARMA
- Ben Haugh Editor, Business Plus Magazine
- Dr Kevin Hora MPRII, Head of Discipline Journalism & Communications, Technology University Dublin
- Anna McHugh FPRII, Head of Corporate Communications, An Post
- Sinead McSweeney former VP Global Public Policy, Twitter
- Niamh O'Carroll FPRII & Independent Consultant
- Gerard O'Neill Chairman, Amárach Research & The Marketing Institute
- Laura Slattery Journalist, The Irish Times
- Chair: Jacqueline Hall FPRII & former President PRII





# PRII Communication Impact Awards

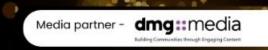
### Categories





- Most Impactful Print/Broadcast Media Campaign
- Most Impactful Digital/Social Media Campaign
- Best Crisis/Issues Communication Project
- Best Internal Communication Project
- Best Integrated Communication Campaign





- Most Impactful Environmental, Social & Governance (ESG)
  Communication Campaign
- Best Application of AI Tools by a Communication Team
- Best Sponsorship Relationship
- Most Impactful Public Affairs Campaign



Most Impactful Event





• The PRII Pro of the Year More than 7 years

The PRII Up-and-Coming Pro of the Year Less than or 7 years

The PRII Consultancy of the Year

OPENTO PRII MEMBERS ONL

The PRII In-House Team of the Year





The Most Impactful Communication Campaign 2025

- Selected from winners of the 10 campaign categories
- No additional entry required





#### Who can enter

Categories 1 to 10: PRII members and non-members

Categories 11 to 14: PRII members only

• Entry fee due by 19 June - 2 weeks after entry deadline and before judging starts

- €200 per entry by PRII members or €300 for non-members
- €175 for entrants from registered charities





# Submitting entries on PRII Awards Portal





- Secure
- Prepare in Word and copy and paste
- Avoid bullet points and other symbols as they don't transfer well
- Hyperlinks cannot be used
- You can save and return
- Declaration
- Reference number





#### Supporting Material

- Supporting materials (aka evidence)
  - media releases, sample coverage, photos, broadcast materials etc.
- Documents and images
- 5 files per entry with a max size of 5MB per file
- WeTransfer links will not be reviewed by the judges
- Max 3 videos can be uploaded. TikTok, Reels, Vimeo or YouTube links are acceptable





Don't 'dump' information in the Supporting Materials

Can enter multiple categories: re-write specifically for each

 Judges reserve the right to verify information and claims made in an entry





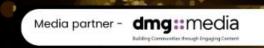
• If the judging panel are of the opinion that a sufficiently high standard has not been attained in any of the categories, the award in that category will be withheld.

• The decision of the Judges is final.

No correspondence will be entered into.

Canvassing disqualifies





# Evaluation and Judging Process





#### Entry form for categories 1 to 10 will ask

- The brief/objective e.g. the problem to be solved or the opportunity
- Target stakeholders/publics to be reached and what did you need them to think/do
- Strategy and plan of action to deliver the objective
- What outputs were delivered
  - For example, earned coverage, event attendance, engagement.
- What was the IMPACT of your campaign
- What was unique/innovative about this campaign





#### Entry form for categories 1 to 10

 Forms and questions vary depending on the category, on average 6 sections

 Word counts vary depending on the question and the category but none exceed 1,600

 Scores vary depending on the question but the most important section is the one about IMPACT





#### **Entry form for categories PRII Pro Categories**

#### **PRII Up-and-Coming Pro: Early Career Award**

- Career overview, achievements and how you have progressed
- Campaign you were involved in, your role, contribution, outcomes
- What sets you apart as a PR professional?
- Describe a time when you solved a problem
- What trend/change will have the biggest impact in the next year? How are you preparing for it?





#### **Entry form for PRII Pro categories**

#### **PRII Pro of the Year -** More than 7 years

- Skill, strategic thinking, leadership, impact with their work
- Career overview, milestones, examples of work that made an impact
- Campaign you had a significant or leadership role in
- Skills, competencies creativity, business savvy, pitching...
- Management-style strengths and areas for development
- Contribution to the profession volunteering, thought leadership...





#### **Entry form for PRII Consultancy of the Year**

Delivers impactful work for clients, where team members are valued.

- 3 examples of work that demonstrate innovation, results and impact
- Initiatives to support continuous professional development
- What does your consultancy do to build long term client relationships?
- Approach to talent retention
- How do you support employee wellbeing and a healthy work-life balance?
- What makes your consultancy The Best?





#### Entry form for PRII In-House Team of the Year

Delivers impactful work for employers, foster a culture of creativity and collaboration

- 3 examples of work that demonstrate innovation, results and impact
- What does your team do to support continuous professional development?
- How does your team promote collaboration, knowledge-sharing etc?
- Outline approach to performance management and talent retention.
- What do you do to support team members' wellbeing and promote work-life balance?
- What makes your team The Best: collaboration, innovation?





#### Top Tips

- Focus on the real-world IMPACT of the work
- Make every word matter
- Ask yourself what does this sentence tell the Judge?
- Answer the 'why' question: why did you do what you did? Why was this stakeholder group a priority target?
- Why did you take this plan of action?
- Ensure the Judge doesn't think: 'so what?'
- Spelling, grammar, typos...all matter





#### Top Tips

 Our Judges aren't mind readers and some are not based in Ireland so don't make assumptions, don't leave out relevant facts and context (get an outsider to read)

 BIG figures (eg in coverage reports) are not as important as showing the connection between the work you did and the impact of the work

AVEs are not a valid form of measurement & evaluation





#### Top Tips

 If a campaign is entered in more than one category re-write it to win the category it is entered in - ONE SIZE DOES NOT FIT ALL

Back up your claims with evidence

 Join the dots between what you did and how well the organisation did – show how you met or surpassed the organisational objective/s





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## Questions



