



# FAQs

Last updated 22 April 2025

We strongly recommend that you look at the Live Recording of PRII Communication Impact Awards Briefing aka “How to Win” and the related resources.

## Key dates

Entries open	Tuesday 22 April
Entries deadline	Thursday 5 June, Noon – <b>No extensions will be granted</b>
Deadline for payment of entries	Thursday 19 June
Shortlist announced	Tuesday 29 July
Awards ceremony	Friday 12 September

## Who can enter

Categories 1 to 10	PRII members and non-members
Categories 11 to 14	PRII members only

## Entry fees

PRII members rate	€200
Non-members rate	€300
Entrant from Registered Charity	€175

Deadline for payment of entry fees **Thursday 19 June**. Please note **only paid entries** will be eligible to be **judged**.

## How to enter

All entries must be completed via the PRII Communications Impact Award portal on the PRII website.

## I'm a non-member, can I enter the PRII Communication Impact Awards?

Yes, you can. As all submissions must be made through the PRII portal, you will need to create an account on our website [here](#) to enter.



## Things to remember when completing your entry

- The bulk of the campaign should have been carried out between **1 June 2024 and 31 May 2025**
- It is possible to save your entry before completion and return to it.
- It is recommended that you prepare in entry in Word and copy and paste.
- Each section has a specific, strictly adhered to word limit and the system will not allow you to go over it. There is a countdown word count at the bottom of each question. Remember the word count is a maximum not a target. Make every word matter
- Avoid bullet points and other symbols as they don't transfer well and can affect your word count.
- Hyperlinks cannot be used. They will not be part of any of the judging.
- You will be able to see your entries listed in the My Award Entries section and whether or not they are complete. You will also be able to view the entry.
- Each entry has its own reference number, this is important to use when paying for your entry and other Awards correspondence.
- For categories 1 to 10 scores vary depending on the question but the most important section is the one about **IMPACT**
- Spelling, grammar, typos...all matter.
- 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.

## How many times can you enter

Campaigns may be entered in more than one category but it is recommended to re-write each entry to suit the category - **ONE SIZE DOES NOT FIT ALL.**

Please note that the **entry fee** must be paid **for each entry**.



## Can supporting material be included?

It is possible to include supporting material but the primary focus of the judges will be on the information provided in the entry form. Supporting material should be thought of as evidence to support what you have stated.

## Supporting material rules

- You can upload a **maximum of 5 document/image files**, with a **maximum size of 5MB for each file**.
- You can also upload a maximum of 3 videos. TikTok, Instagram Reels, Vimeo or YouTube links are acceptable.
- **WeTransfer** links **will not be reviewed** by the judges.
- **Hyperlinks cannot be used**.
- Don't 'dump' information in the Supporting Materials.

All submissions, including supporting materials, become the property of the organisers, and will not be returned.

## The Judges and Judging

- 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.
- All material circulated to the Judges will be confidential and will not be circulated beyond the judging panel and is kept within the Awards portal on the PRII server.
- The Judges will not exam any hyperlinks.

## The Most Impactful Communication Campaign

This is selected from winners of the first 10 campaign categories and no additional entry required. It is the winner of the winners.



### **Are overseas campaigns accepted?**

If you can show that the work (media campaign etc) was managed and led from Ireland, then the entry is acceptable. Media coverage can be generated abroad but managed from Ireland.

### **Once complete can an entry be withdrawn?**

Entries can be withdrawn, but the PRII must receive written confirmation that the entry be withdrawn by the payment deadline date.

### **Will entries be moved to other categories?**

It is the responsibility of the entrant to choose carefully and submit to the category they feel most fitting. Once submitted entries cannot be moved.

### **Will my entry be published?**

All winning entrants will be given the opportunity to submit summaries of their winning entries to be available as case studies. Any confidential information can be removed at this stage.