



PRII COMMUNICATION  
**IMPACT**  
AWARDS  
**2026**

FRIDAY  
18 SEPTEMBER 2026

**BUSINESSPLUS**



**Welcome**

**Jacqueline Hall**  
***Chair, Judging Panel***

## Agenda

About the Awards

Key Dates

Judging Panel

Categories

Submitting entries on PRII Awards Portal

Evaluation and Judging Process

Top Tips

Q&A



## About the Awards

**The Public Relations Institute of Ireland (PRII) Communication Impact Awards 2026 celebrate excellence in strategic communications across Ireland.**

Following the success of the inaugural 2025 awards, which attracted over 140 entries and strong national engagement, the 2026 Awards will continue to highlight impactful, innovative work from in-house teams, agencies and individual practitioners.

The awards champion the value and contribution of communication to organisations and society.



## Key Dates

**15 APRIL**

In-person briefing session on 'How to Win'

**22 APRIL**

Entries open

**4 JUNE**

Entry deadline

**11 AUGUST**

Shortlist announcement

**18 SEPTEMBER**

Awards ceremony: at the **Conrad Hotel, Dublin.**





# Judging Panel

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## Judging Panel



**Chair: Jacqueline Hall**  
FPRII & Former President,  
PRII. Founder and Principal  
of Partners in  
Communication.



**Dr Kevin Hora** MPRII  
Head of Discipline  
Journalism &  
Communications, TUD



**Orna Clarke**  
Winner of a Silver Lion at  
Cannes Young PR Lions  
global competition, Account  
Director, BIG Partnership



**Orla Graham**  
Insights Consultant, Carma



**April Hogan**  
Deputy Managing Director,  
Here Be Dragons, London.



**Anna McHugh**, FPRII  
Head of Corporate  
Communications, An Post



**Sinéad McSweeney**  
Public Policy and  
Communications  
Consultant



**Niamh O'Carroll**  
Founder, O'Carroll  
Consulting



**Gerard O'Neill**  
Chairman, Amárach  
Research



**Sarah Freeman**  
Editor, Business Plus

# Categories



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## Categories

### The 2026 Awards will feature

1. Most Impactful Print/Broadcast Media Campaign
2. Most Impactful Digital/Social Media Campaign
3. Best Crisis/Issues Communication Project
4. Best Internal Communication Project
5. Best Integrated Communication Campaign
6. Most Impactful Environmental, Social & Governance (ESG) Communication Campaign
7. Best Application of AI Tools by a Communication Team
8. Best Sponsorship Relationship
9. Most Impactful Public Affairs Campaign
10. Most Impactful Event
11. The PRII Pro of the Year More than 7 years
12. The PRII Up-and-Coming Pro of the Year Less than or 7 years
13. The PRII Consultancy of the Year
14. 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



**Uploading to Portal**



## Uploading to the portal

### The Basics

Prepare in Word and copy and paste

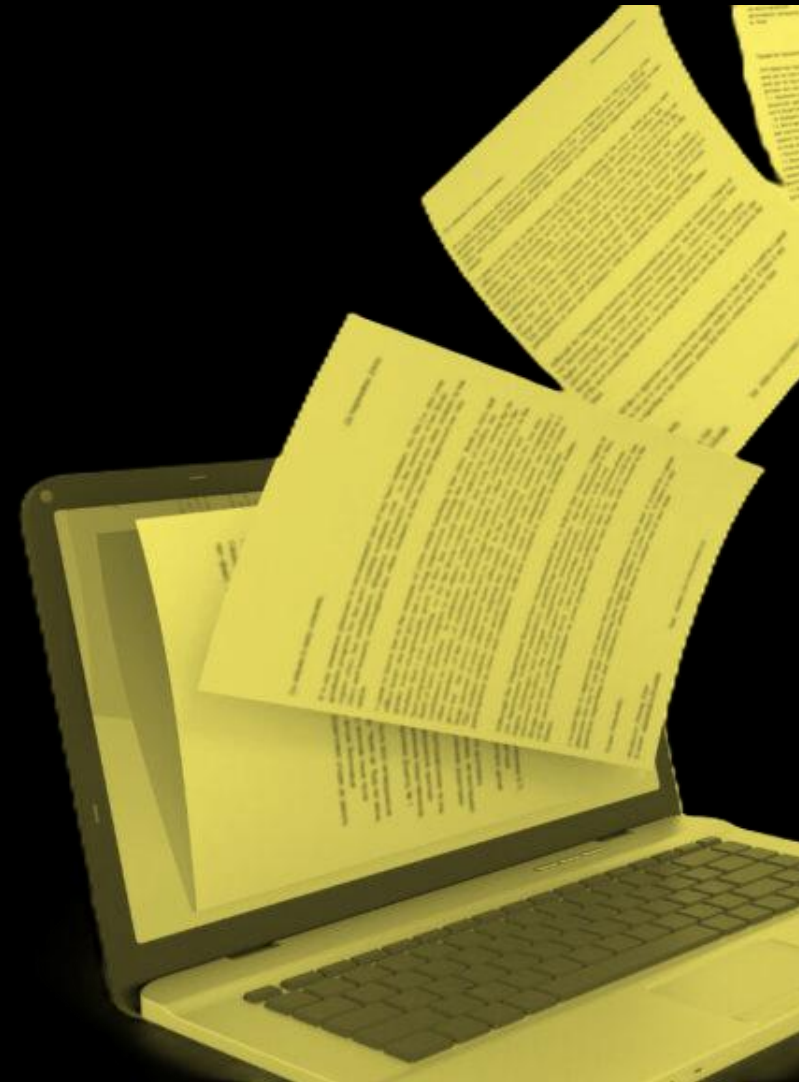
Avoid bullet points and other symbols as they don't transfer well

Hyperlinks cannot be used

You can save and return

Declaration

Reference number



## **Uploading to the portal**

### **Accompanying uploads**

**Include Supporting materials (aka evidence) media releases, sample coverage etc. Clearly labelled (avoid dumping).**

**Documents and images 5 files per entry with a max size of 5MB per file.**

**Max 3 videos can be uploaded. TikTok, Reels, Vimeo or YouTube links are acceptable**

**WeTransfer links will not be reviewed by the judges.**



## Uploading to the portal

### Additional notes

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.

Canvassing judges disqualifies you from the competition.

Questions after the awards can be directed to the executive team.





# Evaluation & Judging Process

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# Campaigns & Projects

The brief/objective e.g. the problem to be solved or the opportunity

Target stakeholders 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

What was the **IMPACT** of your campaign

What was unique about this campaign/setting it apart

# Campaigns & Projects

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

# Pro of the year

**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**

# **Up-and-coming Pro**

**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?**

# **Consultancy of the year**

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

**3x examples of work that demonstrate innovation, results and impact**

**Initiatives to support continuous professional development**

**What your consultancy do to build long term client relationships**

**Approach to talent retention**

**How you support employee wellbeing and a healthy work-life balance**

**What makes your consultancy The Best?**

# In house team of the year

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

**3x examples of work that demonstrate innovation, results and impact**

**What your team does to support continuous professional development.**

**How your team promotes collaboration, knowledge-sharing etc**

**Outline approach to performance management and talent retention.**

**What you do to support team members' wellbeing and promote work-life balance.**

**What makes your team The Best: collaboration, innovation?**



# Top Tips



# For a winning submission...

## **Lead with impact**

Show the real-world difference your work made, not just what you did/coverage/outputs.

## **Make every word count**

Be clear, concise and avoid filler.

## **Answer the “why”**

Explain the thinking behind your strategy and decisions.

## **Join the dots**

Show the link between your work and the result.

## **Tie it to organisational goals**

Demonstrate how communications supported wider objectives.

## **Give judges the full picture**

Don't assume they know the campaign. Include the right context.

## **Back up every claim**

Use credible evidence and clear proof points.

## **Vanity metrics won't win**

Big numbers alone aren't enough. Meaningful impact matters most.

## **No AVEs**

They are not a valid form of evaluation.

## **Tailor each category entry**

One size does not fit all.

## **Polish matters**

Spelling, grammar and presentation all count.



**THANK YOU**

**Q & A**