

The PRII Pro of the Year - More than 7 years Working in Communication

This award will recognise outstanding senior professionals with more than 7 years' experience working in Communications/Public Relations.

Please note **only PRII Members can** enter this category

- 1** Provide an overview of your career in communication to-date.
Highlight milestones and examples of work that made a measurable or meaningful impact.
20 points **200 word limit**
- 2** What are your strongest professional skills and competencies?
Support your answer with examples of creativity, business acumen, pitching, networking, research, etc.
20 points **150 word limit**
- 3** Describe a campaign you had a significant/leadership role in between 1 April 2025 and 31 May 2026.
Outline your role, contribution, and the results achieved, including its impact on audiences or stakeholders.
20 points **300 word limit**
- 4** How would colleagues describe your management style?
Reflect on your strengths and areas for growth as a project and/or people manager.
20 points **150 word limit**
- 5** How have you contributed to advancing the PR profession?
For example, through volunteering, mentoring, thought leadership, or other activities.
20 points **200 word limit**