Best Crisis/Issues Communication Project
Awarded to entries that showcase excellence in crisis/issues communication and reputation management.

1 What was the crisis or issue and what was your brief/objective?
10 points ***100 word limit***

2 Who were the target stakeholders/publics to be reached and what did you need them to do?
10 points ***100 word limit***

3 What was the strategy and plan of action undertaken to deliver the objective?
20 points ***450 word limit***

4 What outputs were delivered?
For example, earned coverage, digital channel metrics, event attendance, engagement. This is both quantitative and qualitative measures of outputs.
20 points ***300 word limit***

5 What was the impact of your campaign?
Emphasise how your work made a difference. Show that you delivered the impact the organisation wanted, met the objectives, maybe even exceeded the expectations and changed societal attitudes, behaviours or policies.
20 points weighted x 2 ***400 word limit***

6 What was unique/innovative about this communications response to a crisis/issue?
20 points ***150 word limit***