Most Impactful Public Affairs Campaign
Rewards public affairs initiatives that influenced policy or public discourse.

1 What was the brief/objective e.g the problem to be solved or opportunity to be grasped?
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, "town hall meeting" attendance, engagement with civil servants and politicians, discussion in the Dáil and Seanad etc.. 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 campaign made a difference. Show that you delivered the impact the organisation wanted, and met the objectives.
20 points weighted x 2 ***400 word limit***

6 What was unique/innovative about this campaign?
20 points ***150 word limit***