



**PRII COMMUNICATION**  
**IMPACT**  
AWARDS  
**2025**

Media partner - **dmg::media**

Building Communities through Engaging Content

# The value of public relations work

Contribution to delivery of organisational & societal objectives

Behavioral, attitudinal, environmental, political, financial, reputational...

Practiced effectively it can help improve - even save - lives



- Demonstrate contribution
- Recognition
- Attract talent
- Celebrate great work
- Reach for the stars!



# Agenda

- Key Dates
- Judging Panel
- Categories
- Submitting entries on PRII Awards Portal
- Evaluation and Judging Process
- Top Tips
- Q&A



# Key Dates

**Tue 22 April**



**Entries Open**

**Thu 5 June**



**Entries  
Deadline**

**Tue 29 July**



**Shortlists  
Announcement**

**Fri 12 September**



**Awards  
Ceremony**

**Work carried out between 1 June 2024 and 31 May 2025**

# Meet the Judges:

- **Orna Clarke** Winner Silver Lion at Cannes PR Young Lions
- **Orla Graham** Insights Consultant, CARMA
- **Ben Haugh** Editor, Business Plus Magazine
- **Dr Kevin Hora** MPRII, Head of Discipline Journalism & Communications, Technology University Dublin
- **Anna McHugh** FPRII, Head of Corporate Communications, An Post
- **Sinead McSweeney** former VP Global Public Policy, Twitter
- **Niamh O'Carroll** FPRII & Independent Consultant
- **Gerard O'Neill** Chairman, Amárach Research & The Marketing Institute
- **Laura Slattery** Journalist, The Irish Times
- **Chair: Jacqueline Hall** FPRII & former President PRII



# PRII Communication Impact Awards

## Categories



- **Most Impactful Print/Broadcast Media Campaign**
- **Most Impactful Digital/Social Media Campaign**
- **Best Crisis/Issues Communication Project**
- **Best Internal Communication Project**
- **Best Integrated Communication Campaign**





- **Most Impactful Environmental, Social & Governance (ESG) Communication Campaign**
- **Best Application of AI Tools by a Communication Team**
- **Best Sponsorship Relationship**
- **Most Impactful Public Affairs Campaign**
- **Most Impactful Event**

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- **The PRII Pro of the Year** More than 7 years
- **The PRII Up-and-Coming Pro of the Year** Less than or 7 years
- **The PRII Consultancy of the Year**
- **The PRII In-House Team of the Year**

**OPEN TO PRII MEMBERS ONLY**



- **The Most Impactful Communication Campaign 2025**
  - **Selected from winners of the 10 campaign categories**
  - **No additional entry required**



# Who can enter

- Categories 1 to 10: PRII members and non-members
- Categories 11 to 14: PRII members only
- Entry fee due by 19 June - 2 weeks after entry deadline and before judging starts
- €200 per entry by PRII members or €300 for non-members
- €175 for entrants from registered charities

# Submitting entries on PRII Awards Portal





- **Secure**
- **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**

# Supporting Material

- Supporting materials (aka evidence)
  - media releases, sample coverage, photos, broadcast materials etc.
- Documents and images
- 5 files per entry with a max size of 5MB per file
- WeTransfer links will not be reviewed by the judges
- Max 3 videos can be uploaded. TikTok, Reels, Vimeo or YouTube links are acceptable

- Don't 'dump' information in the Supporting Materials
- 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.
- No correspondence will be entered into.
- Canvassing disqualifies

# Evaluation and Judging Process





# Entry form for categories 1 to 10 will ask

- The brief/objective e.g. the problem to be solved or the opportunity
- Target stakeholders/publics 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
  - For example, earned coverage, event attendance, engagement.
- What was the **IMPACT** of your campaign
- What was unique/innovative about this campaign

# Entry form for categories 1 to 10

- 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

# Entry form for categories PRII Pro Categories

## PRII Up-and-Coming Pro: Early Career Award

- 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?



# Entry form for PRII Pro categories

## PRII Pro of the Year - More than 7 years

- 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...

# Entry form for PRII Consultancy of the Year

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

- 3 examples of work that demonstrate innovation, results and impact
- Initiatives to support continuous professional development
- What does your consultancy do to build long term client relationships?
- Approach to talent retention
- How do you support employee wellbeing and a healthy work-life balance?
- What makes your consultancy The Best?





# Entry form for PRII In-House Team of the Year

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

- 3 examples of work that demonstrate innovation, results and impact
- What does your team do to support continuous professional development?
- How does your team promote collaboration, knowledge-sharing etc?
- Outline approach to performance management and talent retention.
- What do you do to support team members' wellbeing and promote work-life balance?
- What makes your team The Best: collaboration, innovation?



# Top Tips

- Focus on the real-world IMPACT of the work
- Make every word matter
- Ask yourself – what does this sentence tell the Judge?
- Answer the ‘why’ question: why did you do what you did? Why was this stakeholder group a priority target?
- Why did you take this plan of action?
- Ensure the Judge doesn’t think: ‘so what?’
- Spelling, grammar, typos...all matter

# Top Tips

- 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

# Top Tips

- If a campaign is entered in more than one category re-write it to win the category it is entered in - ONE SIZE DOES NOT FIT ALL
- Back up your claims with evidence
- Join the dots between **what you did** and **how well the organisation did** – show how you met or surpassed the organisational objective/s

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# Questions





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