Most Impactful Event
Entries in this category celebrates a PR event which helped deliver a campaign objective or impact.

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 overall strategy and plan of action undertaken to deliver the objective? What role was this event designed to play? What contribution was it expected to make?
20 points ***450 word limit***

4 What outputs were delivered?
For example: event attendance, earned coverage, social media activity, trend activity, online engagement, etc. This is both quantitative and qualitative measures of outputs
20 points ***300 word limit***

5 What was the impact of your event?
Emphasise how your event made a difference. Show that the event helped to deliver the impact the organisation wanted, and met the objectives.
20 points weighted x 2 ***400 word limit***

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