

The PRII Up & Coming Pro of the Year - Less than or 7 years Working in Communication

This award will recognise outstanding early-career professionals with less than or 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 key achievements and how you have progressed professionally.
20 points **200 word limit**
- 2** What sets you apart as a PR professional?
Your creativity, networking, pitching, research, or other skills. Provide examples to support your answer.
20 points **150 word limit**
- 3** Describe a campaign you were involved in between 1 April 2025 and 31 May 2026.
In this campaign, detail your role, specific contributions, and the campaign's outcomes.
20 points **300 word limit**
- 4** Describe a time when you went above and beyond to solve a problem in your role.
Please include details of the issue, and how you resolved it.
20 points **150 word limit**
- 5** What trend/change will have the biggest impact on the PR profession over the next 12 months?
Describe the trend/change and how you are preparing for it.
20 points **200 word limit**