



IT'S YOUR TIME
TO SHINE

PRCA
UK AWARDS
2024 |  **Gem**
Research & Insights

Entry toolkit

The PRCA promotes all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations. The PRCA UK Awards is your chance to display and celebrate your successes over the last year, being recognised by the world's largest PR and communications professional body.

- ◆ **Promote the industry** – We're a not-for-profit, so all the profits from our awards are invested back into our industry to help teams and individuals maximise the value they deliver to clients and organisations.
- ◆ **Encourage your team** – Shine the limelight on your team's fantastic work and reward every member of your team that contributed.
- ◆ **Make your mark** – Display and celebrate your success over the last year and be recognised by the world's largest PR association.
- ◆ **Expand your network** – Win new business and open opportunities for new clientele by rubbing shoulders with award-winning businesses.
- ◆ **Gain global recognition** – Be globally recognised by the PR industry, with our judging process consisting of industry-leaders from across the world.

ENTRY GUIDELINES

The PRCA UK Awards are open to all parties involved in the use of PR and communications around the world including, PR consultancies, freelancers, in-house communications departments, digital agencies, and media owners.

Do ensure you have sought permission for the right to use the intellectual property of the brand or client entered.

Organisations can submit multiple entries into all categories. Companies or individuals can submit entries on behalf of themselves or others. If you are a consultancy entering a category on behalf of an in-house client, you must clearly disclose the extent of your agency's involvement in a client's campaign. Omitting this information will result in disqualification.

This year, we're implementing a streamlined approach to our campaign categories. Previously, separate winners were chosen for consultancy and in-house submissions. Moving forward, there will be one winner per category, regardless of whether the entry comes from a consultancy or an in-house team. Organisations can enter the Awards

as many times as they like per category, but can be shortlisted a maximum of 3 times per category.

If the judges feel that an entry was particularly outstanding, but point difference hasn't allowed the win, they can award the entry Highly Commended. This will be announced on the evening.

Also on the night the PRCA will award the winners for:

Campaign of the Year

Best Use of Planning, Research and Evaluation in a campaign *sponsored by CARMA.*

If you enter a campaign category you are automatically entered into the running for both of these.

KEY DATES AND PRICING

Early Bird Deadline	25 June 2024
Final Deadline	18 July 2024
Finalists Announced	23 September 2024
Individual and Diversity Award Interviews	7 October 2024
Awards Night	19 November 2024
Early Bird Entry	£230+VAT
<i>Member</i>	
Early Bird Entry	£320+VAT
<i>Non Member</i>	
Final Entry	£290+VAT
<i>Member</i>	
Final Entry	£400+VAT
<i>Non Member</i>	
Diversity Award Entry	£50+VAT

Young communicator of the Year Award, Industry Trailblazer of the Year Award, Francis Ingham Outstanding Contribution to the Industry Award:
- Free for PRCA Members, £50 + VAT for Non-Members

A 20% discount is available for registered charities.

Please email awards@prca.org.uk for more information.

JUDGING CRITERIA

Judges will mark your entry on the following criteria:

Campaign Categories

Strategy and research, execution, creativity, originality, effectiveness, and results.

*The campaign budget must be stated. All entrants must include any agencies or teams involved in the campaign.

Individual Categories

Leadership, initiative, performance and contribution, colleague/client references and a personal statement.

Team Categories:

Agency Team

- Clients: retention, growth, and performance.
- People: commitment to development and diversity, innovative practices and employee engagement.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

In-House Team

- People: commitment to development and diversity, innovative practices and employee engagement.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

ELIGIBILITY AND CONFIDENTIALITY

All entries that are made into the Campaign Award Categories must be focused on work carried out between by **15th July 2023 and 18th July 2024** (the closing date).

A substantial amount of the campaign work must have occurred during this time, but the campaign does not need to have been started or completed during the eligibility period. Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Please be aware that campaign category entries do not have to relate to a specific campaign or project but can be a component of on-going work or a combination of activities.

Judges will assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.

For each of the Campaign Categories, both consultancy and in-house teams are encouraged to enter (with the exception of in-house campaign category, which is available to in-house entrants solely).

There will be one overall winner in each category, regardless of whether the entry comes from a consultancy or an in-house team.

AWARD MEASUREMENT

In our opinion, the award entries most likely to be shortlisted are those able to demonstrate evidence of campaign evaluation. If your team has a campaign that deserves professional recognition, but you don't have the data and analysis to do the story justice, then speak to our exclusive media intelligence sponsor, **CARMA**.

Exclusively available to PRCA members, CARMA offers a 10% discount for Campaign Evaluation Reports* – **fill out this form** and a member of the team will be in touch with you.

****Offer valid up until 6 weeks before the last award entry date.***

YOUR ENTRY

Template

The PRCA UK Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. Your written entry must be no more than 1,000 words, size 10 font and a maximum of 4 sides of A4. However, we would advise that you follow the judging criteria.

Mandatory

- Three images and the company logo must be uploaded alongside your entry. Images can also be included in the body of your entry to support your case.
- The campaign budget must be stated. When PR is part of an integrated campaign state the PR budget and the approximate campaign budget must be clear.
- If the campaign is integrated, when demonstrating results please state the PRs involvement and outline the activity of the other marketing disciplines.
- Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Supporting Materials (Optional):

Supporting documentation such as press cuttings, reports and videos are optional – all relevant information should be included in your main entry. If choosing to include a video, it must not run for longer than 4 minutes and be uploaded in mp4 format directly to our entry website. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

CONTACT DETAILS

For Awards information please contact:

awards@prca.org.uk or call 020 723 36026.

For sponsorship information contact Debbie.Little@prca.org.uk

1. Follow the guidelines

Read the entry guide and read it again! The judges will stick closely to the criteria set out in the guide and so please read it carefully to give you the best start in the judging process.

2. Results

Results and effectiveness form a whole segment of the marking criteria, meaning if you do not show the judges clear measurement and evaluation, you could be missing a chance of winning!

**Any entry that uses AVEs will be disqualified.*

3. Choose wisely

The variety, depth, and breadth of the PR industry alongside the large range of award categories to choose from means there will always be a slight overlap. Choose the category wisely to ensure you're entering the best possible choice for you.

4. Be honest

Whether it's campaign costs, over-inflated measurements and results, or any other use of false information, the judges will be able to notice immediately. Don't waste the opportunity to have a winning entry by providing the judges with an unrealistic submission.

5. Plan, plan, plan

Think how many other entries you may be up against and know that a last-minute entry may not be the best path to a win. A good entry that has sufficient time, thought, and energy put in will stand out from the other submissions.

6. Try not to assume

Despite the judges being industry experts in their sector, they may not have in depth knowledge of your entry.

This being said, aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

7. Stand out and be creative

Give the judges something interactive to look at and engage with to help them better understand your entry. Whether that's through the use of language, image or video, bring your entry to life by using different mediums.

CAMPAIGN AWARDS

B2B Campaign

Recognises work that involves the promotion of products and services from one business to another. Entries can relate to a niche business sector or to the business community at large.

B2B Technology Campaign

This category showcases work for technology products, services, or brands, targeted at the business market.

Best Use of Media Relations

This award recognises campaigns that use targeted media relations to achieve creative, imaginative and outstanding results. The use of supporting material may be effective when needing to stand out from the crowd in this category.

Broadcast Campaign

This award recognises campaigns that use the broadcast medium effectively, either on its own or as part of an of an integrated programme of PR and targeted marketing activity. This can include podcasts, radio, TV, film, and entertainment.

Consumer Campaign – High Budget (More than £50,000)

This category will recognise work that involves the promotion of products or services to consumers, working with a high budget (above £50,000). This category is open to the private, public, or charitable sectors.

Consumer Campaign – Low Budget (Less than £50,000)

The winning entrant will display successful use of a low budget (less than £50,000), involving the promotion of products or services to consumers. This category is open to the private, public or charitable sectors. Judges will be paying particularly close attention to budgets, ensuring that the winning entry has shown sufficient financials, while retaining innovation and creative thinking.

Consumer Technology Campaign

This award highlights work for technology products, services, or brands, targeted at the consumer market.

Corporate, Financial, and Investor Relations Campaign

This award showcases work across the whole range of financial PR, including investor relations, stakeholder engagement, and corporate affairs.

Crisis, Issues, or Reputation Management

Entries will recognise the work undertaken in a crisis situation and/or managing difficult issues, or a threat to your client's reputation. This might be by promoting an alternative perspective, or indeed by keeping an issue out of the media altogether. The successful entry will show effective communication strategy, including objectives and method deployed in a time of crisis. Judges are especially aware of the need for discretion in this category.

Digital and Social Media Campaign

This category will highlight the campaigns that include a large element of digital and social media work. This can be individually or as part of an integrated programme of PR and targeted marketing activity. If a part of a longer-term project, clear aims and outcomes of the overall goal should be identified as well as the specific activity.

In-House Campaign

This campaign is aimed at identifying and celebrating a campaign run by an in-house team (solely), displaying creativity, innovation, the ability to raise awareness and delivering meaningful results. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

CAMPAIGN AWARDS

Event/Launch of the Year

Entries in this category should demonstrate how PR has been effectively used to launch a new product or service, built an audience for an event or developed a relationship with the public to secure the reputation of the event, product or service.

Employee Engagement or Internal Communications Campaign

This award recognises campaigns that use internal communications to engage staff, drive organisational change, deliver increased stakeholder value, or change an organisation's ethos. Entries should detail how on-going strategy has shown significant improvement and further engagement within the internal team.

Health and Wellbeing Campaign

This category will cover work across the whole range of healthcare and well-being PR, including the NHS, private healthcare, pharma, and medical research (including animal research).

Campaigns and/or projects could relate to a healthcare issue, consumer healthcare product, facility, or initiative.

International Campaign

This award recognises work by a UK organisation that engages international media, clients or stakeholders. The campaign must have run over a minimum of two countries excluding the UK and clear identification of how the campaign may have been altered, if applicable, to the different markets.

Not-for-Profit or Charity Campaign

This category will recognise work by/or on behalf of charities, voluntary and not-for-profit organisations. If there is a fundraising aspect to your entry, you must include an explanation of how the entry has contributed to the financial stability or fundraising objectives of the organisation.

Public Sector, Value for Money Campaign

Open to local authorities, public sector agencies, local bodies, and government departments. The winning entrant will have displayed work on a singular specific topic that has shown effective and impressive results in the public sector. This could include topical societal issues, the environment, health, or crime.

Purpose Campaign

Recognising societal need, impact made, employee engagement, diversity and inclusion, CEO activism and links to the UN Sustainable Development Goals.

Transport Campaign

Identifies work across the transport PR sector. This can include motor manufacturers, trade bodies, or work aimed at customers and driving sales. Work could cover campaigns relating to transport services, initiative, and products.

DIVERSITY, EQUITY, AND INCLUSION CAMPAIGN

JUDGING CRITERIA

For this award, judges will mark the entry on the following criteria:

Performance

Work that encourages diversity of representation within general work activity – these could be either externally focused or internal initiatives across client work or within your own business.

People and business practices

Demonstrating a strong commitment to attracting, retaining and promoting a diverse workforce, encouraging a culture of openness and inclusivity and/or reflecting the diversity of your projects or clients within the team that works on them

Outside-the-box

Spotlight your unique approach to diversity that is delivering measurable success for your business or clients.

This award showcases work furthering efforts towards a more diverse, equitable and inclusive society. This could include both internal or client work and might be focused on ethnicity, age, disability, sexuality, gender identity, religious belief, socioeconomic background, educational attainment, neurodiversity or any other aspect of diversity. Judges are looking for both creativity in addressing the issue and evidence of clear impact of the work or campaign on the specified aspect of DEI being tackled.

In keeping with our commitment to improving all aspects of diversity, including socio-economic, **the entry fee for this category has been reduced to £50+VAT.**

Please note: the judging criteria for this category is different to the standard campaign categories.

Remember this is a campaign category and to be recognised for diverse practices within your team, Best Team Approach to Diversity, Equity and Inclusion Award in the Team Section.

INDIVIDUAL AWARD CATEGORIES

Young Communicator of The Year

**FREE FOR PRCA MEMBERS TO ENTER/
NOMINATE | £50 + VAT FOR NON-MEMBERS**

This award recognizes and celebrates outstanding achievement in communication by talented individuals under 35 years old (as of the final entry deadline, July 18th, 2024).

There are two sub-categories:

- Young Communicator of the Year – Account Director level and below
- Young Communicator of the Year – Associate Director level and above

The award is open to both in-house communicators and those working within consultancies. Winners will be chosen based on their exceptional work within their organization and contributions to the wider PR industry.

Nominations can be submitted by the individual themselves, a colleague, or employer.

Organisations can submit any number of entries.

Entrants must include a 500 word personal statement as part of their entry. This is included in the 1,000 word limit.

Please note: Shortlisted nominees must be available for an interview on Monday 7th October, 2024, as part of the judging process.

PR Leader of The Year

This award is open to both consultancy heads and leaders of in-house departments. Judges will look for an individual (or joint heads) who have succeeded in making communications a strategic priority within their organisation, supporting or leading the organisation's broader objectives.

The individual (or joint heads) will have shown outstanding performance, made a significant contribution to the industry and to their organisations. Nominations for this award can be made by the individual or a colleague and organisations can submit any number of entries.

Entrants must include 500 word personal statement as part of their entry. This is included in the 1,000 word limit.

Please note: If you enter this award and are shortlisted, you will need be available for interview on Monday 7th October, 2024 as a part of the judging process.

INDIVIDUAL AWARD CATEGORIES

JUDGING CRITERIA

For the Industry Trailblazer of the Year', judges will mark the entry on the following criteria:

Performance

Work that encourages diversity of representation within general work activity – these could be either externally focused or internal initiatives.

People and business practices

The individual's strong commitment to encouraging diverse workforces and/or initiatives and policies to reduce environmental impact within the industry

Innovation

The individual's unique, ground-breaking approach to DE&I or sustainability that is delivering measurable.

Industry Trailblazer of the Year

**FREE FOR PRCA MEMBERS TO ENTER/
NOMINATE | £50 + VAT FOR NON-MEMBERS**

This award gives recognition to an individual for their outstanding commitment to innovation and creating a more equitable and inclusive environment. The Award recognises outstanding achievements in an area of work that promotes diversity, equity, and inclusion (DE&I) and/or sustainability in the industry. Nominations for this award can be made by the individual or a colleague.

Francis Ingham Outstanding Contribution to the Industry

**FREE FOR PRCA MEMBERS TO ENTER/
NOMINATE | £50 + VAT FOR NON-MEMBERS**

This award celebrates individuals who have exemplified excellence, creativity, and effectiveness in the field of public relations. Recipients of this award will have demonstrated outstanding leadership, integrity, and a commitment to elevating the practice of public relations to new heights. Their achievements will serve as inspiration to their peers and set a standard of excellence for the industry as a whole.

Judges will be considering these forementioned qualities throughout the judging process to decide upon an overall winner.

TEAM AWARD CATEGORIES

Specialist Consultancy of the Year

This category is open to any UK-based consultancy or team within a consultancy that specialises in a specific sector or PR discipline. Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed). Judges will be looking for clear objectives and analysis of performance alongside budgets, growth, and retention within staff and client base. Financial performance and growth will be assessed, and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to encourage under-represented groups. More information can be obtained from the Rules of Entry page on the PRCA UK Awards website.

New Consultancy of the Year

This category is open to any **independent** UK-based consultancy, whether multi-discipline or niche, founded up to 24 months prior to the entry deadline, 18th July 2024. The consultancy must be an independently formed company, not a subdivision of an existing practice. Consultancies which have been formed as part of a merger or acquisitions are not eligible.

Essentials to include: number of employees, date of incorporation, and details of turnover. Judges will be looking for clear objectives and analysis of performance alongside budgets, growth, and retention within staff and client base. Financial performance and growth will be assessed, and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to encourage underrepresented groups.

Small Consultancy of the Year

This category is open to any UK-based consultancy, whether multi-discipline or niche, with a PR fee income of up to £2million.

Please cover:

- Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.
- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed.
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.
- More information can be obtained from the [Rules of Entry page](#) on the PRCA UK Awards website.

TEAM AWARD CATEGORIES

Medium Consultancy of the Year

This category is open to any UK-based consultancy, whether multi-discipline or niche, with a PR fee income between £2.01million and £7.5million.

Please cover:

- Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.
- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed.
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.
- More information can be obtained from the [Rules of Entry page](#) on the PRCA UK Awards website.

Large Consultancy of the Year

This category is open to any UK based consultancy, whether multi-discipline or niche, with a PR fee income of over £7.5million.

- Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity.

Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.

- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed.
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.
- More information can be obtained from the [Rules of Entry page](#) on the PRCA UK Awards website.

In-House Team of the Year – Private Sector

This category is open to any UK-based in-house private, not-for-profit, or public sector PR and communications team. Judges will look for the role PR and communications play in the wider organisation, effective use of resources, and general contribution to the organisation's objectives. As with all team categories, judges will mark your entry against the following criteria: team performance, staff, financial, and innovation. More information can be obtained from the Rules of Entry page on the PRCA UK Awards website.

In-House Team of the Year – Public Sector

This category is open to any UK-based in-house private, not-for-profit or public sector PR and communications team. Judges will look for the role PR and communications play in the wider organisation, effective use of resources and general contribution to the organisation's objectives. As with all team categories, judges will mark your entry against the following criteria: team performance, staff, financial, and innovation. More information can be obtained from the [Rules of Entry page](#) on the PRCA UK Awards website.

TEAM CATEGORY

BEST TEAM APPROACH TO DIVERSITY, EQUITY, AND INCLUSION

JUDGING CRITERIA

For this award, judges will mark the entry on the following criteria:

Performance

Work that encourages diversity of representation within general work activity – these could be either externally focused or internal initiatives across client work or within your own business.

People and business practices

Demonstrating a strong commitment to attracting, retaining and promoting a diverse workforce, encouraging a culture of openness and inclusivity and/or reflecting the diversity of your projects or clients within the team that works on them

Outside-the-box

Spotlight your unique approach to diversity that is delivering measurable success for your business or clients.

This award recognises an PR agencies or in-house PR teams championing diversity, inclusivity and positive change within the industry. This could include both internal or client work to attract and retain a more diverse workforce, to ensure that talent from all backgrounds is reaching leadership levels, or to engage with, and learn from, diverse audiences in new ways that deliver measurable communications or business success.

The winning entry will show clear evidence of the positive impact that the work of the PR agencies or in-house PR team is having on diversity.

This might be focused on ethnicity, age, disability, sexuality, gender identity, religious belief, socioeconomic background, educational attainment, neurodiversity or any other aspect of diversity. If entering as a consultancy, gender pay gap must be disclosed.

In keeping with our commitment to improving all aspects of diversity, including socio-economic, **the entry fee for this category has been reduced to £50+VAT.**

Please note: If you enter this award and are shortlisted you will need be available for interview on Monday 7th October, 2024 as a part of the judging process.

TEAM CATEGORY | BEST TEAM APPROACH TO SUSTAINABILITY

JUDGING CRITERIA

For this award, judges will mark the entry on the following criteria:

Performance

Work that encourages sustainability within general work activity – this could be either externally focused or internal initiatives across client work or within your own business.

Business practices

Demonstrating a strong commitment to implementing initiatives and policies to reduce environmental impact, with evidence of progress, roadmaps and transparent reporting.

Outside-the-box

Spotlight your unique approach to sustainability that is delivering measurable success for your business or clients

Measurement

All of the above should be undertaken with a backdrop of measurement. For example, initiatives that have been launched successfully should showcase a clear link between the initiative and a positive measurable impact.

This award recognises PR agencies or in-house PR teams championing sustainability and environmental best practice within the industry. It recognises work to improve the carbon footprint of a business or agency. Work should include footprint measurement and action, initiatives and policies to reduce environmental impact and evidence of progress as well as transparent reporting and roadmaps.

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