



HEADLINE
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Entry toolkit
2021

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 Public Affairs Awards is your chance to:

- **Celebrate the industry** – the awards are the only dedicated awards ceremony for the UK and EU public affairs industry, and as the voice of the public affairs and lobbying industry we believe there is much to celebrate!
- **Gain industry recognition** – This is the perfect opportunity to showcase your excellent work over the past year. If you are proud of your work and your team, we encourage you to enter.
- **Engage with the industry** – These awards attract the biggest and brightest from the public affairs industry, a great opportunity to network and to learn from your peers.

KEY DATES AND PRICING

Early Bird Deadline	8th September
Final Deadline	29th September
Finalists Announced	27th October
Awards Ceremony	24th November
Early Bird entry <i>Member</i>	£135+VAT
Early Bird entry <i>Non Member</i>	£175+VAT
Final entry <i>Member</i>	£175+VAT
Final entry <i>Non Member</i>	£215+VAT

ENTRY GUIDELINES

Your written entry should be submitted in PDF or Word format, no more than 1,000 words, font size 10 and a maximum of two sides of A4.

Please state your campaign title clearly in the entry document.

Do note that it is the entrants' responsibility to seek and ensure permission has been granted for the right to use the intellectual property of the brand or client entered.

ELIGIBILITY AND CONFIDENTIALITY

All entries must relate to the time frame of 1st September 2020 – 29th September 2021 (the closing date).

The same campaign can be submitted for as many categories as you wish, but should be adjusted to suit the entry criteria. Where the campaign was undertaken in conjunction with a third party please provide details.

Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

If AVEs are used as a form of measurement your entry will be void. For reference, please see [The PR Professional's Definitive Guide to Measurement](#).

Contact Details:

For Awards information please contact: awards@prca.org.uk or call the awards team on **0207 233 6026**.

For Sponsorship information contact Steve Miller at Steve.Miller@prca.org.uk



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YOUR ENTRY

The PRCA Public Affairs Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. However, we would advise that you follow the judging criteria listed below:

Mandatory:

- For Campaign Awards, the campaign budget must be stated.
- When public affairs is part of an integrated campaign state the public affairs budget and the approximate campaign budget must be clear.
- For team awards, the budget stated must be from the most recent financial year.
- The entry fee must be paid at the time of submission.

Supporting Materials (Optional):

Supporting documentation such as press cuttings, pictures, graphs, screen grabs and video/URL links are optional – all relevant information should be included in your main entry.

If choosing to include any supporting materials, it should be no more than a maximum of 2 sides of A4.

If including a video, it must not run for longer than 4 minutes and and be uploaded as a MP4 to our awards website.

Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

JUDGING CRITERIA

Entries in the Campaign Categories should demonstrate: strategy and research, execution, creativity, originality, and evaluation.

We encourage you to include all the details of the campaign, including outcomes achieved and approximate budget.

In the Individual Categories, judges will mark your entry on the following criteria: leadership, initiative, performance and contribution, and colleague/client references.

Entries in the Team/Consultancy Categories will be marked on the following criteria: clients, staff, financial, and innovation.

- Clients*: retention, growth, and performance.
- Staff: retention, approach, and diversity.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

**only relates to consultancy entries and not in-house.*

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.*



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 if you don't include something, you're already setting yourself behind the other entrants!

2. Results

Remember that everyone has great results and so don't tell the judges – show them! Put them in context and show the tangibility of your results by always linking them back to your original aims. Simple facts and figures sometimes make more of a statement. Clear evaluation metrics* can tell a story and support why your entry may have been so successful.

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

3. 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.

4. 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.

5. Choose wisely

The variety, depth, and breadth of the public affairs 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.

6. 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.

7. 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.



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AWARD CATEGORIES

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CAMPAIGN AWARDS

Best Campaign in Scotland

This category celebrates the best campaign specifically geared towards influencing the Government in Scotland.

Best Campaign in Wales

This category celebrates the best campaign specifically geared towards influencing the Government in Wales.

Best Campaign in Northern Ireland

This category celebrates the best campaign specifically geared towards influencing the Government in Northern Ireland.

Best Campaign in the EU

This category celebrates the best campaign specifically geared towards influencing the European Union.

Corporate Campaign of the Year

This category is aimed at establishing the best campaign or programme run by a commercial enterprise in the UK.

Trade Body Campaign of the Year

This category is aimed at establishing the best campaign or programme run by a trade body in the UK.

Public Sector Campaign of the Year

This category is aimed at establishing the best campaign or programme run by a public sector organisation in the UK.

Planning Campaign of the Year

This category is aimed at establishing the best campaign in the field of local government planning in the UK.

Voluntary Sector Campaign of the Year

This category is aimed at establishing the best campaign or programme run by a charitable or voluntary body in the UK.

Social Media Campaign of the Year

This category is aimed at identifying and celebrating the best use of social media in support of a public affairs campaign in the UK. Links to relevant websites may be included.

Best In-House Consultancy Collaboration

Some campaigns succeed because of the high level of collaboration between client and consultancy. This is a joint award to recognise the best campaign implemented by an in-house individual or team in conjunction with an external agency in the UK. Entries must be jointly submitted in the name of the consultancy and the client.

Consultancy Campaign of the Year

This prestigious category is aimed at identifying and celebrating the most successful consultancy campaign of the year in the UK. A supportive statement from the client will carry a considerable weight in this category. Mention should be made of any other consultancy or third party who played an active role and contributed to the success of a campaign.



INDIVIDUAL AWARDS

In-House Professional of the Year

For the in-house public affairs professional who has made an outstanding contribution towards achieving the objectives of their employer. Entries should be sanctioned by the nominee’s director or immediate line manager, and a supporting statement from that individual will carry considerable weight. As part of the entry the nominee’s CV should be included as an additional page.

Consultant of the Year

This prestigious category is aimed at identifying and celebrating the overall best consultant of the year. Entries should be sanctioned by the nominee’s director or immediate line manager. Endorsements from colleagues will be considered. As part of the entry the nominee’s CV should be included as an additional page.

EU Professional of the Year

This prestigious category is aimed at identifying and celebrating the overall best professional of the year in the EU. This category is open to practitioners working in-house or at a consultancy. Entries should be sanctioned by the nominee’s director or immediate line manager. Endorsements from colleagues will be considered. As part of the entry the nominee’s CV should be included as an additional page.

TEAM AWARDS

In-House Team of the Year

For the in-house public affairs team which has made an outstanding contribution towards achieving the objectives of their employer. Details of projects and campaigns undertaken, and outcomes achieved, should be included in the submission.

Consultancy of the Year

This prestigious category is aimed at identifying and celebrating the overall top consultancy of the year. Factors which will be taken into account in judging this award will include growth in fee income and improvement to bottom line, and client and staff satisfaction and retention. Endorsements from clients and details of other awards won will be considered.

EU Public Affairs Team of the Year

Open to Consultancies or in-house public affairs teams based in the EU. Details of projects and campaigns undertaken, and outcomes achieved, should be included in the submission. Factors which will be taken into account in judging this award will include growth in fee income and improvement to bottom line, and *client and staff satisfaction and retention. Endorsements from *clients and details of other awards won will be considered.

**for consultancies only.*