

Entry Guidelines

Campaigns and Tactics

- You may submit as many entries as you wish, but each entry must be accompanied by a separate entry form and payment.
- At least some part of the project must have occurred in 2020 and been completed by May 31, 2021.
- Each entry must include a concise summary of no more than two pages addressing the four criteria-- research, planning, execution, and evaluation. **The two-page summary should be typed using no smaller than 10-point font and one-inch margins.** Entries not following these specifications will lose points or may be disqualified from the judging process.
- The concise two-page summary is the most important page of your entry. Each entry should begin with a **50-word synopsis** summarizing your entry and the remainder should address the following criteria. Each section is worth 5 points.

Research/Situational Analysis

Identify the specific public relations challenges and opportunities, define which formal or informal research methodologies were used and why, and show how your research and analysis were integrated into the program.

Planning

State primary public relations goals and specific measurable objectives. Identify primary and secondary audiences and list them in order of importance. List resources available (or limitations) including budget, time and personnel.

Execution

Describe the techniques and approaches used, why they were used and difficulties encountered in achieving the program's objectives. Budget figures must be included here.

Results/Evaluation

Measure and evaluate results against objectives. Outcomes can be measured utilizing a variety of techniques, such as surveys, attendance at events, informal feedback, and correspondence from customers, employees and management, news articles and letters to the editor.

- Entries should include any supporting materials referenced in the two-page summary.
- A company logo, client logo and/or project logo (EPS and JPG versions) must accompany each entry.
- Make sure that all of your materials are labeled with Entrant's Name, Organization, Category and Subcategory, if applicable.

Entry Guidelines

Organization Awards Submission

- You may submit as many entries as you wish, but each entry must be accompanied by a separate entry form and payment.
- **The two-page summary should be typed using no smaller than 10-point font and one-inch margins.** Entries not following these specifications will lose points or may be disqualified from the judging process.
- The two-page summary **must include** in bullet-list form up to ten (10) of the chief accomplishments of the agency, team or individual since the beginning of 2020.
- The concise two-page summary is the most important page of your entry and should address the following criteria. Each section is worth 5 points.

Overview

Provide a brief overview of the agency, team or individual, including practice areas in which the organization operates and a list major accounts and/or top campaigns executed in 2020.
(500-word max) 5 points

Achievements

In bullet list form, include up to 10 agency or individual achievements in 2020. 10 points

Client Testimonials and Team Photoonly for agency and team submission**

Include at least one client testimonial and one high resolution team photo. 5 Points

Letter of Recommendation and Headshot **only for Up and Comer Award

Include at least one letter of recommendation and high-resolution headshot. 5 Points

- Entries should include any supporting materials referenced in the two-page summary.
- A company logo, client logo and/or project logo (EPS and JPG versions) must accompany each entry.
- Make sure that all of your materials are labeled with Entrant's Name, Organization, Category and Subcategory, if applicable.