

# ENTRY KIT 2021



The PRWeek Awards 2021 are your opportunity to showcase and celebrate your achievements in PR and comms over the past year - to your peers and beyond. The PRWeek Awards pride themselves on having a jury panel of 100+ industry experts from leading global brands and the best agencies in the UK.

## WHY SHOULD YOU ENTER?

- Prove that you are the best in the industry
- Motivate your team
- Gain new business
- Impress your clients
- Recruit shining new talent and retain your hidden gems
- Beat your competition
- Attend the networking and celebration event of the year!

## GENERAL ENTRY RULES AND INFORMATION

The PRWeek Awards are open to all UK based agencies and in-house communication teams. The entry that you submit in this phase is the only evidence that will accompany your submission throughout the judging process. This includes the additional 100 words for judging purposes required by the system at the time of submission. Your written entry paper must be no more than two sheets of A4, single sided when printed (10 point type, single line spacing), which you will need to upload from your computer. You may illustrate your submission PDF with thumbnail images, but these should be kept to a minimum. All entries should follow the template sub headings listed in the entry kit. Entries exceeding two sides will automatically receive lower scores from the Judges. Long listed entries into certain categories will be asked to present their entry at a live judging day in July. Please see individual categories and criteria for details.

## TIMINGS

- **Early-bird Deadline:** Thursday 20 May
- **Entry Deadline:** Thursday 3 June
- **Judging Day:** Friday 9 July
- **Site Visits:** 6-10 September
- **Awards Ceremony:** Wednesday 20 October

## ELIGIBILITY AND CONFIDENTIALITY

The eligibility period for submissions should relate to the period May 2020 – May 2021. If your campaign ran outside these dates, please only discuss the activity that took place between them. Companies or individuals may submit entries on behalf of themselves or others and may enter any number of categories. Please note that entries which have been submitted for the PRWeek Awards 2020 cannot be submitted in 2021 unless it can be proved that substantial developments/improvements have taken place. The organisers reserve the right to retain entries for subsequent publication. Descriptions of submissions from winners and runners-up will be published in connection with the Awards. Entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budget figures etc.), provided such restrictions are not used unreasonably.

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## TEMPLATE FOR ENTRY

Your written entry is the basis on which you will be judged and shortlisted. The two pages should show how you meet all of the criteria in your chosen category. At the beginning of your two pages the following information must be stated:

- Name of category entered
- Title of work for Campaign categories.
- Name of person, agency or in-house department for People, Agencies & Teams and Gold categories.
- Company name (client, if applicable, in-house team, trade organisation, charity, government department, etc.)

## SUB-HEADINGS

Within your two pages please use the following as sub-headings under which you clearly enter your information.

### BUDGETS

With the disclosure of costs or budgets, actual figures may be given or one of the bands listed below may be selected. Any element over £100,000 (e.g. sponsorship) should be indicated to the nearest £50,000. Where fees, turnover and/or profit figures are required, they must be audited or signed off by an accountant.

*Please ensure that staff costs are included and clear in your disclosed budget. Failure to include them will result in point deduction.*

#### Budget bands:

- Below £10,000
- £10,000 - £25,000
- £25,001 - £50,000
- £50,001 - £75,000
- £75,001 - £100,000
- Over £100,000

- Objective (In-house Teams) or brief from client (Agency)
- Strategy
- Method deployed
- Outcome, including formal evaluation of results  
**NOTE:** PRWeek does not accept the use of AVEs. Any inclusion of such will result in an automatic disqualification.
- Relation to objectives, brief and cost-effectiveness
- Creativity/originality
- Indication of outside contractors where used
- Category specific criteria
- People: include names of team members involved in the actual work

The headings you elect to use will vary from project to project, but failure to include relevant or necessary information under the appropriate sub-headings above will result in your project receiving lower scores from the expert judging panels.

**NOTE:** If you are submitting an entry in the People, Agencies & Teams/Gold Awards categories, the above sub-headings may not be applicable, but specific category criteria should be adhered to for entry guidance.

## PRICING

**Early Bird Entry Fee:** £390

**Early Bird Charity Entry Fee:** £232

**Standard Entry Fee:** £585

**Standard Charity Entry Fee:** £352

### CONTACT INFORMATION

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## SUPPORTING MATERIAL

### IMAGES (MANDATORY)

As part of your entry you must upload **TWO** key images as jpeg files.

Your two high-quality key images must illustrate your entry and can include related, relevant images of your campaign for your client's product, area of business, or the field in which they operate.

**IMPORTANT: Images are a mandatory part of your entry. Failure to submit the two key images or to respect the indications below will result in your entry not being submitted to the judging panel for evaluation. Your images must comply with the following:**

- Colour jpeg files
- No scanned images: If it is only possible to supply scanned images they must be scanned to the highest possible resolution – 300dpi minimum
- For the People, Agencies & Teams/ Gold Awards categories, pictures must be of people and teams.
- We recommend a professional photographer for best results
- No press cuttings
- No logos
- The resolution must be 300dpi and the size no less than 200mm x 200mm, to allow for landscape, portrait or square images

Should you reach the shortlist stage, these images may be used for publication through the awards website and will be used on-screen during the awards night presentation.

### ADDITIONAL SUPPORTING MATERIAL (OPTIONAL)

You can supply further additional supporting materials to illustrate your entry. This is optional and must fit within the 50mb entry size limit. The judges may not view all of this material, so please ensure that all key information and facts are within the written entry submission.

### VIDEO (RECOMMENDED)

It is strongly advised that you also submit video material to illustrate your entry as well as the mandatory images. The video does not have to be of high quality and should run for no longer than three minutes. The video should be hosted via YouTube or Vimeo. Please ensure that when you add the video link to the entry site that the link is from a private hosting site rather than a playlist. Judges may not be able to watch all of the video, so be sure that all key facts supporting your entry are within the written submission. Material must include related, relevant footage of your campaign or your client's product, area of business, or the field in which they operate. Broadcast monitoring 'off-air' material is not suitable for presentation!

### HINTS & TIPS

**Choose the right category:** It sounds simple, but the sheer breadth, depth and versatility of the PR sector means that there is potential overlap between many of the categories in the Awards.

For instance, it is clear that a campaign based around internet fits into the Digital & Social Media; it can also form an element of a project entered into other categories within the 'Campaign Sector' titles, such as Marketing Communications Consumer. So, choose your category wisely.

**Individualise the entry:** If you are submitting a campaign into multiple categories, avoid temptation to copy and paste and be sure to pay attention to the specific category criteria and tailor accordingly. Each judge reads 2-3 categories, and they will not be impressed by reading the same entry multiple times.

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**Use results (just not AVEs):** In all of the categories, judges look for evidence of commercial success and innovation. This can be demonstrated in a number of ways but simple facts and figures often tell the story best. It always helps to explain the basis of a successful ROI for a campaign, project or business success story.

**Independently verified results:** Good results are impressive. Results which have been independently verified or produced by a recognised third party or measurement body are more so. The judges look for figures that have been measured, verified or audited by a third party such as an industry measurement tool or body. Qualitative feedback and responses are also important when applicable – so, if space permits, quotes from consumers, clients and partners can make the entry more compelling.

**Context:** The judges are experts in their field, but may not have intimate knowledge of the particular project or business that has been entered. It always helps to put an entry in the context of the wider business, marketing campaign or, even, specialist marketplace. It can help to think of each entry as a submission to a member of the board in a major blue chip company: they will have a grasp of what makes a successful business case, but not necessarily of the absolute minutiae of the particular market.

**Use video footage:** The use of video gives you the chance bring your entry to life and give the judges something different to see than still documents and images. The video doesn't need to be of high quality or take up extra time; you could upload a promo video or it could be a new video and you and your team could use this as a fun opportunity to get creative!

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## CAMPAIGNS: SECTORS

**Will award the best PR campaigns carried out by a consultancy, in-house team or a combination of both within the given sectors.**

### BEST INTERNATIONAL CAMPAIGN

For the best campaign originating from the UK that runs across at least three countries. Judges will be looking for campaigns that display original, creative ideas that have delivered tangible outcomes link to the objectives. The successful entrant will be able to show how the campaign has been adapted, if necessary, to the individual markets.

### B2B CAMPAIGN OF THE YEAR

Relates to an on-going or one off campaign where the business community is the target audience.

### CITY & CORPORATE COMMUNICATIONS

This award will be given to the best on-going or one-off campaign of a corporate brand carried out in-house or on behalf of the organisation (as opposed to specific branded products or services). Such campaigns should be targeted primarily at the business, City or investor relations community - although it can also include corporate reputation campaigns aimed at the public. The category is open to companies and/or consultancies operating in any sector. Entries can include: corporate rebranding and repositioning projects; reputation management, corporate social responsibility (CSR), merger, acquisition, flotation or rights issue PR. The judges will look for a strategic approach to the development of activity; evidence of success in building corporate reputation, enhancing company positioning, communicating with investor or other stakeholder, or achieving other corporate goals. In the case of CSR related projects, tangible benefits to the communities in which the organisation operates will also be taken into account, although the level of resource allocated to the project will not be material in selecting the winner.

### FINANCIAL SERVICES

This award will be given for the most effective on-going business or consumer campaign or one-off project undertaken by or on behalf of a company operating specifically in the financial services (banking, insurance, mortgages, life assurance etc.) sector.

### HEALTHCARE: ETHICAL & OTC CONSUMER

This category covers on-going work or one-off projects undertaken by an inhouse pharmaceutical companies PR team or on behalf of a pharmaceutical company relating to ethical (prescription only) drugs. This category also covers also on-going work or one-off projects relating to licensed OTC medicines and other consumer healthcare products and targeted at consumers, either www.prweekawards.com directly or through pharmacists, GPs, other primary care professionals or retailers who interface with the general public. Campaigns can be at any stage in a product lifecycle and include communications with target audiences such as prescribers, primary care departments, NHS budget holders, patient groups and specialist media as well as disease awareness and direct to consumer work. Campaigns lobbying central or local government or government agencies should be entered into the public affairs category.

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## MARKETING COMMUNICATIONS

Entries should relate to on-going or one-off campaigns where the target audience is defined as consumer within the sector categories.

### Entries should include:

- Details of the demographic target audience and research undertaken as part of the planning process
- The impact, creativity and effectiveness of the campaign
- When part of an integrated marketing campaign, please explain the role that PR played in the development and implementation

Campaigns aimed primarily at a youth audience (under 24) will also be judged in this category, as will “green” initiatives by companies that aim to persuade consumer attitudes to change.

### ■ AUTOMOTIVE AND TRANSPORT

Applicable to campaigns covering motor vehicles, services, in-car entertainment, fuel, tyres, dealers, distributors etc. Also applicable to campaigns covering all forms of transportation.

### ■ SPORT & ENTERTAINMENT, ARTS & MEDIA

Includes campaigns for the arts, cultural events, museums, music, sports, travel and leisure.

### ■ TRAVEL, LEISURE, LIFESTYLE AND HOSPITALITY

Includes campaigns for travel, leisure, lifestyle and hospitality

### ■ FMCG, HEALTH, BEAUTY, RETAIL AND FASHION

Applicable to campaigns covering goods such as soft drinks, toiletries, toys, processed foods, alcohol and cleaning products, healthcare products including skin care and all campaigns promoting fashion brands, clothing, footwear and grocery.

## NOT-FOR-PROFIT

This category will recognise the most effective work for or by a charity, voluntary or not for profit organisation, including campaigning and patient groups. Particular attention should be paid to the cost-effectiveness of the campaign, and in the case of fundraising activities, to the monies received.

## PUBLIC AFFAIRS

Relates to the most effective use of PR to change or enlist political or public opinion utilising either lobbying or broader grassroots public affairs tactics including media and online relations.

The target audience should be clearly identified. Where advertising has also been utilised in the campaign, the judges will look for evidence of the distinct role and results of public affairs and lobbying.

## PUBLIC SECTOR

Open to government departments, local authorities and public sector agencies and bodies including the police and local authorities. PR agencies who have carried out work for an authority may also enter, but only as a joint entry with the authority. This award will be given for the most effective campaign or communications programme on a single topic e.g. health, road safety, crime, environment. These can include media relations, use of on-line media, posters, publications and consultation processes.

## TECHNOLOGY

This award will be given for the most effective on-going business or consumer campaign or one-off project undertaken by or on behalf of a company operating specifically in the technology sector (e.g. telecoms, mobile technology, apps, computers software or dot.com). The judges will note campaigns that focus on green issues in this market sector.

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## CAMPAIGNS: TECHNIQUES

**Will award the PR campaigns carried out by a consultancy, in-house team or a combination of both that utilise the best use of given techniques.**

### BEST PURPOSE CAMPAIGN

Recognises the best campaign that has a good or progressive purpose at its heart. It could be led by a brand, or another organisation (e.g.: public sector, third sector), or a collaboration between more than one party. The winning entry will need to show how it has made [www.prweekawards.com](http://www.prweekawards.com) significant progress towards the purpose in question, including, but not limited to: changing perceptions, changing laws/ regulations, changing behaviour, raising awareness, raising money. Evidence of the positive impact of the campaign on the brand or organisation, where appropriate, will also be advantageous. The winning campaign will show innovative, creative thinking.

### BEST INFLUENCER MARKETING CAMPAIGN

This category will award the most effective, innovative and creative campaign that uses one or more social media influencers to achieve its aims. The idea must be PR-led, although we will not exclude entries that involve payment or other incentives to influencers; however, please detail these in your entry. Judges will be looking for details of how the influencer marketing element was incorporated into other parts of the campaign and clear evidence that the goals had been reached or exceeded. This includes outcomes rather than merely social media analytics data. For the benefit of this award, we are defining a social media influencer as an individual or group that has become influential off the back of their own social media platform or platforms. It excludes anyone with pre-existing fame (eg: actors, sportspeople, reality TV stars).

### BEST INTEGRATED CAMPAIGN

This award will recognise the creativity, innovation, impact and effectiveness of an integrated campaign. Entry is open to in-house teams, full-service agencies or a combination of agencies from different marketing disciplines. The idea must be PR-led, and the role that PR played in the strategic development and implementation must clearly be stated. Please explain the role different marketing disciplines played in the campaign and why they were assigned these roles. Please give details of the tangible outcomes of the campaign.

### BEST PR EVENT

This category recognises the use of a brand event activity or live event to build the value and reputation of a brand, or fulfil a communication need for a brand or organisation as part of a wider, strategic PR campaign.

It could be a concert, product launch, conference, roadshow, field marketing activity, sponsorship, stunt or guerrilla opportunity, but it will have incorporated live event skills to bring a brand to life in the eyes of end users. It is important that the nature of the event, strategy, context within an overall PR campaign, planning, logistics, production and subsequent execution and measured effect should be summarised clearly along with details of expert design, production, logistics and support teams employed.

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## BEST USE OF CELEBRITY OR CELEBRITIES IN A CAMPAIGN

This category will award the most effective, innovative and creative campaign that uses one or more celebrity/ies to achieve its aims. The idea must be PR-led, although we will not exclude entries that involve payment or other incentives to celebrities; however, please detail these in your entry. Judges will be looking for details of how the celebrity element was incorporated into other parts of the campaign and clear evidence that the goals had been reached or exceeded. This includes outcomes rather than merely social media analytics data. Entrants are advised not to include social media influencers as 'celebrities', even those with a high profile; we recommend the Best Influencer Marketing Campaign category for these campaigns. The focus for this category is celebrities who draw their fame from other means (e.g.: actors, sportspeople, musicians, politicians), although they may have gained a sizeable social media following off the back of their pre-existing fame.

## BEST USE OF CONTENT

This award will be given for the most effective use of content by a consultancy, in-house team or a combination of both. The objectives, strategy and method deployed should be clearly set out. Entry should include methods of how content was distributed, used to attract and retain audience and how the content is enhancing audience behaviour. Judges will also be looking for the creativeness and innovativeness of the distribution along with specific evaluation discussing engagement and customer retention.

## BEST USE OF CREATIVITY

This award will be given for the most effective use of creativity within a campaign run by a consultancy, inhouse team or a combination of both. Your entry should outline the aim(s) of the campaign, the creative ideas injected into it and carried out to make the campaign a success. Please note this category will solely focus on the innovative and creativeness of the campaign. Judges will be looking for the inspiration, overall concept (visually and with text to support), innovative strategy from idea to execution, and managing any risk of the campaign.

*Please note that the long-listed entrants for this category will be invited to attend a VIVA on Friday 3 July as part of the judging process.*

## BEST USE OF PLANNING, STRATEGY AND EVALUATION

Please divide your entry into three subheadings and consider the bullet points within each heading:

### Strategy

Explain in detail the research carried out when the brief was received

- Explain how the research developed into campaign objectives
- Outline campaign objectives

### Strategy

- How did you implement your research throughout the campaign to deliver your objectives?
- How was the campaign message delivered throughout different activities to ensure optimum exposure?
- Explain the consideration of contingency plans

### Evaluation

- Discuss campaign results in detail
- Discuss the strengths and weaknesses of campaign
- How are results a direct result of planning and strategy

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## **BEST USE OF A SMALL BUDGET (UNDER £30,000)**

This category will award the most successful use of a small budget in a one-off campaign. This category applies to all in-house and agency PR teams across all sectors.

### **Judges will be looking for:**

- Details of the demographic target audience and research undertaken as part of the planning process
- The impact, creativity, total cost and effectiveness of the campaign
- When part of an integrated marketing campaign, please explain the role that PR played in the development and implementation must be clearly stated

## **INTERNAL COMMUNICATIONS AND EMPLOYEE ENGAGEMENT**

Entries should describe how ongoing strategic communication or a significant project has engaged internal stakeholders such as managers, employees, and trade unions.

They should specify: the business and organisational needs addressed (e.g. performance, productivity, “green” topics, customer service, cost management); the outcomes sought for key stakeholders, such as shifting employee or management attitudes and commitment, achieving real engagement or behavioural change; how the success of the communication was evaluated against the outcomes specified; how communication was integrated with other activities.

## **ISSUES AND REPUTATION MANAGEMENT**

This award will be given for the most effective management of an issue or crisis by a consultancy or in-house team or a combination of both. The objectives, strategy and method deployed should be clearly set out.

Because of the sensitive nature of this type of work, entrants may mark parts of their submission as strictly confidential and not for publication.

## **PEOPLE, AGENCIES & TEAMS**

### **DIVERSITY & INCLUSION CHAMPION**

This category rewards agencies, in-house teams or industry bodies/organisations that have done the most to promote diversity and inclusion in the PR industry through a specific initiative or a series of initiatives. Judges will be looking at entrants’ success in terms of expanding opportunities for individuals from diverse backgrounds, relating (but not limited) to gender, race, disability, LGBT+, educational or geographical background. Particular credit will be given to original, creative ideas for promoting diversity.

### **BEST AGENCY OUTSIDE LONDON**

Given the concentration of PR agencies inside London, this new award recognises the most accomplished agency outside the capital. Judges will be looking at commercial achievements (eg: revenue and profit growth, client wins, employee numbers), as well as creative successes and an ability to innovate. The award is open to any agency that has its headquarters outside the M25. Agencies that have an office in London but are headquartered elsewhere in the UK will be eligible

*Please note that the long-listed entrants for this category will be invited to attend a VIVA on Friday 9 July as part of the judging process.*

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## NEW CONSULTANCY OF THE YEAR

Open to any consultancy which has been trading for up to 24 months.

**Include:** Date of incorporation, numbers employed (split executive and support staff); key clients; two year's fees and profits data. Annual income (fees + mark up on disbursements) should cover the full trading period.

**Also Include:** Details of sources of start up finance and in the case of subsidiaries or breakaway brands, full explanation must be included of relationship with parent companies including on-going financial and infrastructure support (e.g. access to training, HR, financial management etc). Judges will look for evidence of financial growth, client list growth, client retention and PR innovation. Agencies will also be commended for their dedication to diversity. Please outline the proportion of employees who are women, and who are black/ Asian/or of other minority ethnic background, both across the company and in senior leadership roles. Please also outline any initiatives in place to encourage under-represented groups, and information on the agency's flexible working policies to help staff work part time.

*Please note that the long-listed entrants for this category will be invited to attend a VIVA on Friday 3 July as part of the judging process.*

## SPECIALIST CONSULTANCY OF THE YEAR

This category is open to any PR consultancy and specialist division within a PR consultancy whose business is concentrated on a specific sector, whether an industry sector, a market segment or a PR discipline (e.g. healthcare, technology; youth; or broadcast PR). Judges will be looking for evidence of market share and financial growth, client list growth and client retention, understanding of market and PR innovation. Please include: Date of incorporation, annual income, numbers employed (split executive and support staff), client list and two years' fees and profit data.

Agencies will also be commended for their dedication to diversity. Please outline the proportion of employees who are women, and who are black/ Asian/or of other minority ethnic background, both across the company and in senior leadership roles. Please also outline any initiatives in place to encourage under-represented groups, and information on the agency's flexible working policies to help staff work part time.

*Please note that the long- listed entrants for this category will be invited to attend a VIVA on Friday 3 July as part of the judging process.*

## YOUNG PR PROFESSIONAL OF THE YEAR

Entry is open to any UK-based PR or public affairs professional aged under 30 on 20 May 2021, working either in-house or agency-side. Nominations are accepted from employers, who should include the details of the nominee's career history and professional qualifications. Along with the submission please attach a 200 word statement or short video\* from the person nominated, outlining why they feel they should win this award.

Judges will be looking for:

- Evidence of outstanding achievement in handling PR campaigns
- Creativeness in relevance to brief and results
- Influence and contribution to the company and colleagues
- Evidence of the nominee's ability and willingness to extend their range of PR skills

*Please note the video does not need to be high production quality; it can be recorded using your smart phone.*

*There will not be extra points given for high production quality videos. This is an opportunity for the nominee to express themselves and their personality within the entry.*

*Please note that the long- listed entrants for this category will be invited to attend a VIVA on Friday 9 July as part of the judging process.*

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## GOLD AWARDS

### SMALL CONSULTANCY OF THE YEAR (UK FEES LESS THAN £5M)

Open to any PR consultancy generating fees from the UK market of less than £5m annually. Your entry into Small Consultancy of the Year should cover three A4 sheets of paper.

**Page one:** Cover sheet Please include relevant facts and figures. Include: Date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth.

**Page two/three:** Your opportunity to provide 'colour' Include: Client list and growth, client retention, staff retention and PR innovation. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

In this section you should also highlight your agency citizenship; how effective the team is, the agency's contribution to industry along with CSR and business performance in relation to your values. Agencies will also be commended for their dedication to diversity. Please outline the proportion of employees who are women, and who are black/Asian/or of other minority ethnic background, both across the company and in senior leadership roles. Please also outline any initiatives in place to encourage under-represented groups, and information on the agency's flexible working policies to help staff work part time.

*Please note that the long-listed entrants for this category will be invited to attend a VIVA on Monday 6 September as part of the judging process.*

*Please note to enter Small Consultancy of the Year you must also have entered one or more Campaigns: Sectors or Campaigns: Techniques categories.*

### MID-SIZED CONSULTANCY OF THE YEAR (UK FEES £5M-£15M)

Open to any PR consultancy generating fees from the UK market between £5m and £15m annually. Your entry into Midsized Consultancy of the Year should cover three A4 sheets of paper.

**Page one:** Cover sheet Please include relevant facts and figures. Include: Date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth.

**Page two/three:** Your opportunity to provide 'colour'. Include: Client list and growth, client retention, staff retention and PR innovation. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

In this section you should also highlight your agency citizenship; how effective the team is, the agency's contribution to industry along with CSR and business performance in relation to your values.

Agencies will also be commended for their dedication to diversity. Please outline the proportion of employees who are women, and who are black/Asian/or of other minority ethnic background, both across the company and in senior leadership roles. Please also outline any initiatives in place to encourage under-represented groups, and information on the agency's flexible working policies to help staff work part time.

*Please note that the long-listed entrants for this category will be invited to attend a VIVA on Tuesday 7 September as part of the judging process.*

*Please note to enter Mid-sized Consultancy of the Year you must also have entered one or more Campaigns: Sectors or Campaigns: Techniques categories.*

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## LARGE CONSULTANCY OF THE YEAR (UK FEES £15M PLUS)

Open to any PR consultancy generating fees from the UK market in excess of £15m annually. Your entry should cover three A4 sheets of paper.

**Page one:** Cover sheet. Please include relevant facts and figures. Include: Date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth.

**Page two/three:** Your opportunity to provide 'colour'. Include: Client list and growth, client retention, staff retention and PR innovation. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

In this section you should also highlight your agency citizenship; how effective the team is, the agency's contribution to industry along with CSR and business performance in relation to your values.

Agencies will also be commended for their dedication to diversity. Please outline the proportion of employees who are women, and who are black/Asian/or of other minority ethnic background, both across the company and in senior leadership roles. Please also outline any initiatives in place to encourage under-represented groups, and information on the agency's flexible working policies to help staff work part time.

*Please note that the long-listed entrants for this category will be invited to attend a VIVA on Wednesday 8 September as part of the judging process.*

*Please note to enter Large Consultancy of the Year you must also have entered two or more Campaigns: Sectors or Campaigns: Techniques categories.*

## IN-HOUSE TEAM OF THE YEAR (PRIVATE SECTOR)

Open to any in-house team within the private sector.

In your entry please include number of staff employed within team (split executive and support staff) and annual PR budget (broken down into areas of marketing activity directly under the teams control). The judges will look for evidence of success in executing campaigns or programmes during the period covered by the awards as part of an overall PR strategy. They will also look for cost-effective use of both in-house and external resources. Teams will also be commended for their dedication to diversity. Please outline the proportion of employees who are women, and who are black/Asian/or of other minority ethnic background, both across the team and in senior leadership roles. Please also outline any initiatives in place to encourage under represented groups, and information on the team's flexible working policies to help staff work part time.

*Please note that long-listed entrants for this category will be visited on Thursday 9 September as part of the judging process. Travel to see the judges in London may be required instead on these dates, depending on the entrants location.*

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## **IN-HOUSE TEAM OF THE YEAR (PUBLIC/THIRD SECTOR)**

Open to any in-house team within the public and third sector within local and national governments and other public authorities, government agencies, health authorities, trade unions and trade bodies as well within NGOs, charities or other not-for profit organisations. In your entry please include number of staff employed within team (split executive and support staff) and annual PR budget (broken down into areas of marketing activity directly under the teams control). Where relevant, details should be included of success in meeting government regulations or standards (e.g. e-Government and consultative clauses in the Local Government Act). The judges will look for evidence of success in executing campaigns or programmes during the period covered by the awards as part of an overall

PR strategy. They will also look for cost-effective use of both in-house and external resources. Teams will also be commended for their dedication to diversity. Please outline the proportion of employees who are women, and who are black/Asian/or of other minority ethnic background, both across the team and in senior leadership roles. Please also outline any initiatives in place to encourage under represented groups, and information on the team's flexible working policies to help staff work part time.

*Please note that long-listed entrants for this category will be visited Friday 10 September as part of the judging process. Travel to see the judges in London may be required instead on these dates, depending on the entrants location.*