



IT'S YOUR TIME
TO SHINE

PRCA
APAC AWARDS
2022

Entry toolkit

PRCA APAC AWARDS 2022

The PRCA Asia Pacific promotes all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations. The PRCA APAC 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 APAC 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 choose to enter an in-house category on behalf of a client, the entry needs to be written and branded from the client's perspective.

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 consultancy and in-house winners for:

- Campaign of the Year

If you enter a campaign category you are automatically entered into the running for that award.

KEY DATES AND PRICING

Early Bird Deadline	29th October, 2021
Final Deadline	21st January, 2022
Judging	31st January, 2022
Finalists Announced	14th February, 2022
Awards Night	30th March, 2022
Early Bird Entry	S\$275
<i>Member</i>	
Early Bird Entry	S\$375
<i>Non Member</i>	
Final Entry	S\$375
<i>Member</i>	
Final Entry	S\$475
<i>Non Member</i>	
Diversity Award Entry	S\$150
Student/Intern Award	FREE OF CHARGE
Journalist/Blogger of the Year Award	FREE OF CHARGE

Please note: You do not need to submit your entry until the deadline on 21st January, 2021

Payments must be paid by card online via the entry website.

Invoices may be requested on payments above S\$1500.

Please contact the awards team on: apacawards@prca.global

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 have been **started or completed by 31st January 2021 and 21st January 2022** (the closing date). 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, there will be a Consultancy winner and an In-House winner. If you are entering an In-House entry, you must ensure there is no agency branding or you will be disqualified.

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 APAC 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 APAC 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 2 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:

apacawards@prca.global or call +65 8596 5743

For sponsorship information contact apacawards@prca.global

TIPS AND TRICKS FROM OUR JUDGES

More top tips can be found on the PRCA APAC website.

1. 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.

2. 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!

3. 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 entry.

4. 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 by far.

5. Try not to assume

Despite the judges being industry experts for 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.

6. Stand out and be creative

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

7. 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!

**If possible, please avoid using AVEs.*

FAQ

Who can enter?

The PRCA APAC Awards are open to all parties involved in the use of PR for communications purposes, PR consultancies, freelancers, in-house communications departments, digital agencies, and media owners.

How many Awards can you enter?

Organisations can submit multiple entries for all the categories.

Who can submit?

Companies or individuals may submit entries on behalf of themselves or others.

Responsibility

It is the entrant's responsibility to seek and ensure permission has been granted for the right to use the intellectual property of the brand or client entered.

If you choose to enter an In-house Category on behalf of a client, the entry needs to be written and branded from the client's perspective.

Right to Refuse

The organisers can refuse entries which may offend or bring PRCA APAC or the industry into disrepute.

Reasons for Disqualification

- If the campaign was not developed in the region or delivered by an individual or team based in the region
- If the campaign is not within the allocated time frames
- Missed the submission deadline
- The campaign is breaking the law or is inappropriate

HOW YOUR ENTRY WILL BE JUDGED

All entries will be judged by an international judging panel of both in-house and agency PR and communications professionals.

If a judge has worked with or has an allegiance with an individual submitting an entry or worked on the campaign, they will be exempt from judging that category.

Who sees your entry?

Only the PRCA APAC Awards judges and the events team will see your entries. All judges will sign a confidentiality agreement prior to receiving your entries.

How are finalists selected?

Judges review entries remotely. They are only shown entries that they have been assigned.

If an entry scores less than 20 points in total, the entry will not make it to the list of finalists.

How are winners selected?

Scoring will all be conducted online without any reference to other judges scores and based solely on the submission of the entrant. This will ensure the scores are unbiased and judges are not swayed by the opinions of other panel members. Each entry will be scored by at least 5 judges in total. The organisers will collate the individual scores and use the average marks given to initially decide the finalists and ultimately to determine the award winners.

How we avoid bias

Organisations participating in the judging process are encouraged to enter the awards but will excuse themselves from any discussion involving an organisation, individual, or campaign in which they have an interest.

Sensitive Information

The organisers reserve the right to publish submissions from the winners and finalists. If certain

information is sensitive, such as budget figures, please mark 'not for publication'.

CONTACT US

For any questions or queries on the awards, please contact apacawards@prca.global

CAMPAIGN AWARDS

JUDGING CRITERIA

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

For each of the Campaign Categories, there will be a Consultancy winner and an In-house winner.

The Campaign of the Year winners will be chosen from the list of Campaign Category winners.

B2B Award

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.

Broadcast Award

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 Award – High Budget (More than \$50,000 or equivalent per annum)

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

Consumer Award – Low Budget (Less than \$50,000 or equivalent per annum)

The winning entrant will display successful use of a low budget (less than \$50,000 or equivalent), 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 enough financials, while retaining innovation and creative thinking.

Corporate, Financial and Investor Relations Award

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

Corporate Social Responsibility Award

Applicable to work that promotes an organisation's corporate social responsibility programme, via either a one-off campaign or on-going work. The winning entry will need to show clear evidence of the positive impact the campaign or ongoing work may have made, as well as displaying strong reasoning behind the action.

Crisis and Issues Management Award

Entries will recognise the work undertaken in a crisis and/or managing difficult issues. 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 Award

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.

Employee Engagement Award

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.

Event/Launch Award

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.

Health and Wellbeing Award

This category will cover work across the whole range of healthcare and well-being PR, including 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.

CAMPAIGN AWARDS

Influencer Relations Award

This award recognises campaigns that use targeted influencer relations to achieve excellent results

International Campaign Award

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

Measurement and Evaluation Award

This award recognises expert use of measurement and evaluation in Asia Pacific. This can be in the form of campaigns, programmes or frameworks that demonstrate best practise and the most effective use of measurement and evaluation.

This award is open to Media Intelligence, Research & Insight Companies, PR Consultancies, Communication Agencies and In-house Communications Teams.

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.

Media Relations Award

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.

Multi-Country Campaign Award (Asia Pacific)

Have you had a campaign running over 3+ countries in the Asia Pacific region over the past 12 months? Can you demonstrate results across the region? Judges will be looking for strategy, research, execution, creativity, originality, documented results, and evaluation.

Not-for-Profit and Charity Award

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.

Purpose Award

Recognising societal need, impact made, employee engagement, CEO activism and Sustainable Development Goals. The winning entry will need to show clear evidence of the campaign's ultimate impact, as well as demonstrating a strong link to business objectives. One-off campaigns with a strong rationale will still be considered. Agencies, brands, public sector bodies, non-profits and NGOs can enter this category.

Strategic Communications Award

This award focuses on strategic communications and would be suitable for teams working on stakeholder management, public affairs and strategic consultancy.

Student Campaign Award

This category will look to recognise work by students that demonstrates outstanding, creative thinking and realistic execution in order to reach determined goals. The winning campaign will have a creative, original idea and great use of advertising, marketing and PR.

Judges will be looking for Creativity, Strategy & Insights, and Tactics & Execution

B2B Technology Award

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

Consumer Technology Award

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

Travel and Lifestyle* Award

This category is open to any consultancy or communications team. It will recognise a PR campaign that has a well implemented strategy to successfully market its products or services.

It will also recognise tourism boards or travel brands that have used a campaign to effectively gain trade and consumer trust, increase brand awareness and consideration, improved loyalty through promotions and deals, offered interactive competitions and excelled in customer service.

*This includes: hospitality, fashion, food, health, fitness and well-being

INDIVIDUAL AWARDS

JUDGING CRITERIA

Judges will mark your entry on the following criteria; leadership; initiative; performance and contribution; colleague/client references.

PR Leader of the Year Award

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.

Young Communicator of the Year Award

Open to NextGen* Individuals in both consultancies and in-house teams. The winner will be recognised for an outstanding performance within their organisation and to the wider PR industry. Nominations for this award can be made by the individual themselves, a colleague or employer. Organisations can enter 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.

*A NextGen individual is anyone under the age of 30 years old at the time of the final entry deadline on 21st January 2022.

Student Communicator of the Year

Open to all students studying, PR, Communications and Marketing. Nominations for this award can be made by the individual themselves, a lecturer or a university. Universities can enter any number of entries.

Intern of the Year

To enter an intern for this category, the intern must complete an outline of their internship which should be no more than 600 words in length. The intern's line manager is also required to complete a 300-word endorsement. Entries are open to anyone who interned between 31st January, 2021 and 21st January 2022. Entries will be judged based on the following criteria:

- Enthusiasm and dedication
- Innovative and creative approach to their role
- Contribution to team morale and ethos
- Ownership of projects

TEAM AWARDS

JUDGING CRITERIA

Winning this award will demonstrate great business and effective results as well as community leadership and innovation. Judges will mark your entry on the following criteria; clients; staff and business practices; financial; and innovation.

Clients: retention, growth and performance.

Staff and business practices: retention, approach, diversity and commitment to professionalism.

Financial: performance, growth, acquisitions must be disclosed.

Innovation: for example, investment in infrastructure, new client products, new approach to staffing.

Workplace Champions

This category is open to any consultancy or in-house team that go the extra mile to ensure their employees are happy and healthy; that give consideration to the ethical and moral concerns of staff; that recruit with diversity in mind; and that have good business practices at their heart.

Small Consultancy Award

This category is open to any Consultancy with under 15 employees.

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.

Medium Consultancy Award

This category is open to any Consultancy with 15 – 30 employees. 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.

TEAM AWARDS

Large Consultancy Award

This category is open to any consultancy with 30 or more employees.

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.

New Consultancy Award

This category is open to any Asia Pacific based consultancy, whether multi-discipline or niche, founded up to 24 months prior to the entry deadline, 21st January 2022.

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.

In-house Team Award

This category is open to any Asia Pacific 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.

New In-house Team Award

This category is open to any Asia Pacific based in-house team, whether multi-discipline or niche, founded up to 24 months prior to the entry deadline, 21st January 2022.

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.



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