



**THE GOLD**  
STANDARD AWARDS  
2022



**ENTRY TOOLKIT**

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The Gold Standard Awards recognise “Gold Standard” achievements by agencies, corporations, NGOs and governmental agencies across 25 categories including stakeholder engagement, crisis management, media relations and CSR. The Gold Standard Awards is your chance to display and celebrate your successes over the past 18 months.

- Promote the industry
- Encourage your team
- Make your mark
- Expand your network

## ENTRY GUIDELINES

PublicAffairsAsia is pleased to announce that nominations are open for The 2022 Gold Standard Awards, which will be operated in conjunction with the PRCA Asia Pacific.

Open to all parties involved in the use of communications, the awards are the leading programme for the communications and corporate public affairs industries across Asia Pacific and the Middle East.

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.

**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.**

## KEY DATES

Open for Entry	22 <sup>nd</sup> March 2022
Entry Deadline	29 <sup>th</sup> April 2022
Judging	9 <sup>th</sup> May 2022
Finalists Announced	24 <sup>th</sup> May 2022
Awards Night	30 <sup>th</sup> June 2022

## PRICING (SGD)

Entry Fee	\$410
Duplicate Entry Fee	\$200
Late Entry Fee	\$135

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

Invoices may be requested on payments above \$3000 SGD.

Please contact the awards team on: [goldstandardawards@prca.global](mailto:goldstandardawards@prca.global) for more information.



## ELIGIBILITY

- Entries can be submitted directly by the nominated organisation or by third parties, such as agencies or clients.
- Nominations should relate to the Asia Pacific or Middle East regions. Entries can cover work which is specific to one country, sub-regional or regional in scope.
- Nominations made into The Gold Standard Awards should relate to activity undertaken in the 18 months prior to the opening of nominations (22<sup>nd</sup> March 2022).
- Judges will look for innovation, planning, implementation and measurable impact and outcomes.

## HOW TO SUBMIT YOUR ENTRY FOR THE GOLD STANDARD AWARDS

Submitting your entry for a Gold Standard Award requires you to follow four simple steps:

1. Visit [The Gold Standard Award 2022 Webpage](#) and click on the 'Awards Category' link. The website contains full details on the categories and criteria.
2. Pay for your award entries by clicking on 'Enter Now' for the category/categories you are submitting for. Proceed with the checkout process.
3. Ensure you read through the Entry Toolkit and the [10 Top Tips For Success](#) before submission.
4. Submit your entry via [The Gold Standard Awards Entry Form](#).

### CONTACT DETAILS

For Awards information please contact [goldstandardawards@prca.global](mailto:goldstandardawards@prca.global)

For sponsorship information contact [Tara.Munis@prca.global](mailto:Tara.Munis@prca.global)



## TERMS AND CONDITIONS OF THE 2022 GOLD STANDARD AWARDS.

The Gold Standard Awards are operated by PRCA Asia Pacific on behalf of PublicAffairsAsia (jointly the organisers). We reserve the right to amend the processes detailed in this website without notice.

1. Entries are encouraged from corporations, consultancies, state-owned enterprises, government bodies, embassies, NGOs, think tanks, universities, chambers of commerce, trade promotion agencies and members of the government affairs, corporate communications and public affairs industries. Entries can be made on the basis of self-nomination or third-party nomination.
2. Entries should be in the name of the corporate body, agency or an individual but must also be lodged with the name of a lead contact in the event of any further information being required during the judging process. Entry packs are available for download and all entries must be received by April 29, 2022.
3. Judges have been selected on the basis of professional experience. Judges will not take part in any panel considering an entry where they have a professional or personal interest. The judges' decision is final and not subject to external review. PRCA and PublicAffairsAsia will oversee the allocation of category portfolios to ensure cross-sectoral, geographical and industry representation. The judging panel is subject to change without notice and the process is subject to a strict Memorandum of Understanding which is available upon request. Judges may be drawn from sponsoring organisations but are excluded from the panel for which they are the sponsor.
4. Unless stated, entries should not include any content that is commercially confidential or breaches client privacy without the prior consent of the client. The organiser accepts no responsibility for the transmission of such information unless expressly stated in the original entry.
5. Entries should be limited to 1,000 words. Judges reserve the right to exclude any entry that breaches this word limit.
6. Supporting documentation such as press cuttings, reports and videos are optional – all relevant information should be included in your main entry. Once entries have been shortlisted, the judges can request further supporting evidence or material, should they deem it necessary. This process will take place from early May 2022.
7. Details of winners' entries, and those of the shortlisted entrants, will be published online. The organisers reserve the right to republish shortlisted or winning entries in whole, in part or in edited form in printed and electronic format.
8. Before submitting entries you must pay by credit card or request an invoice. Invoices may be requested on payments above 3,000 SGD. To make payment, please visit the Award Categories Page, click on 'Enter Now' on the category/categories of your choice. Each category will be added to your basket on the top right side of the page. Once the categories have been added to your website, please proceed to checkout. Where the payment has not been received, the organisers reserves the right to exclude the entry from the judging process. Once an entry fee has been processed, it cannot be refunded. The entry fee is reduced to 200 SGD where the entry is identical to an entry lodged in another category.
9. Late entry fees of 135 SGD in addition to the entry fee apply to all entries received within seven days of the close of nominations.
10. Entries can be withdrawn (without refund) after the close of nominations. However, it is not possible to withdraw an entry once the shortlist has been published (in the event that the entry is shortlisted).
11. The Gold Standard Awards are operated by PRCA APAC on behalf of PublicAffairsAsia. All rights are reserved.



## YOUR ENTRY

The Gold Standard Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. We would advise that you follow the judging criteria.

**Entries should NOT EXCEED 1000 words and should address innovation, planning, implementation and measurable impact and outcomes [where appropriate] on an equal basis of 25% per criteria.**

Unless otherwise stated nominated programmes must have been launched, or have shown significant activity or progress, in the 18-month period prior to the opening of nominations (22nd March 2022). 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 2 minutes and be uploaded in mp4 format directly to our entry website.

### Mandatory

1. 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.
2. 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.
3. If the campaign is integrated, when demonstrating results please state the PRs involvement and outline the activity of the other marketing disciplines.
4. Please ensure that for categories recognising the performance of teams or consultancies,
5. financial figures should relate to your most recent financial year.

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## USEFUL INFORMATION



### Who can enter?

The Gold Standard Awards are open to all parties involved in the use of communications. The Awards are the leading programme for the communications and corporate public affairs industries across Asia Pacific and the Middle East.

### 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.

### Which countries are covered?

All countries in Asia Pacific and the Middle East

### 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.

### Right to Refuse

The organisers can refuse entries which may offend or bring PRCA APAC, PublicAffairsAsia 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 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.

### How are winners selected?

Scoring will all be conducted online and based solely on the submission of the entrant. 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 [goldstandardawards@prca.global](mailto:goldstandardawards@prca.global)



## AWARD CATEGORIES

### Practice Area Categories

#### THE GOLD STANDARD AWARD FOR CORPORATE COMMUNICATIONS

This award recognises a successful strategic communications or public relations campaign designed and implemented by a corporate organisation or its communications agency. Entries should show evidence of planning, successful implementation, innovation and highlight measurable outcomes.

#### THE GOLD STANDARD AWARD FOR COUNTRY AND TRADE PROMOTION

This award recognises effective communications and public affairs activity in the promotion of a country, region, industry or trade. It focuses on the work of chambers of commerce, embassies, trade and industry groups, tourism bodies and government trade promotion and investment agencies.

#### THE GOLD STANDARD AWARD FOR EMPLOYEE ENGAGEMENT

This award recognises effective employee engagement by a corporate, NGO or governmental organisation. This could include, for example, internal employee communications, crisis communications or successful change management.

#### THE GOLD STANDARD AWARD FOR FINANCIAL COMMUNICATIONS

This award identifies excellence in corporate financial communications. It is open to companies, consultancies and government bodies active in the financial communications arena. Judges will look for successful and innovative communications in areas such as M&A or IPO communications or investor relations.

#### THE GOLD STANDARD AWARD FOR GOVERNMENT RELATIONS

This award recognises successful strategic government relations or corporate public affairs engagement between a company, NGO or trade body, such as a chamber of commerce, and a government body, state agency or regulator. This can be through a government relations campaign, securing regulatory approval or through broader strategic engagement with government.

#### THE GOLD STANDARD AWARD FOR ISSUES MANAGEMENT AND CRISIS COMMUNICATIONS

Nominations must show effective crisis or issues management work undertaken by any corporation, government, NGO or agency. Entries should clearly illustrate success in the strategy or method for managing an “issue” or “crisis” which has taken place in the past 24 months. **Company or organisation names can be redacted where such material is sensitive in nature.**

#### THE GOLD STANDARD AWARD FOR STAKEHOLDER ENGAGEMENT

This award identifies excellence in a strategy or campaign engaging stakeholders such as government, the media, regulators, employees and the public. It is open to corporations, agencies, governments, embassies, NGOs and trade groups. Entries must illustrate successful and proactive engagement with at least one key stakeholder.

#### THE GOLD STANDARD AWARD FOR MEDIA ENGAGEMENT

This award recognises a successful media campaign targeting print, television, radio or online equivalents. Judges will look for innovation in media engagement, which should be supported by evidence of the value, influence or impact of the earned media exposure.

#### THE GOLD STANDARD AWARD FOR A PUBLIC SERVICE CAMPAIGN

This award recognises a successful campaign of engagement on behalf of a public body, regulator, agency or government department in a campaign targeting a defined audience, such as a public health campaign. Entries can be submitted by public bodies or an agency working on their behalf.

#### THE GOLD STANDARD AWARD FOR REPORTING AND ACCOUNTABILITY

This award recognises communications excellence in an organisation’s reporting and accountability programmes. Successful nominations should demonstrate effective communications with customers, shareholders and other stakeholders through channels such as annual reports, ESG statements or CSR reporting.

#### THE GOLD STANDARD AWARD FOR THOUGHT LEADERSHIP

This award recognises the importance of original thought leadership either by an individual or organisation. Successful nominations should show how the development of a unique point of view, a new industry insight or a piece of research raised an individual or organisation’s profile in a way that enhanced its influence, increased sales or expanded opportunities to reach new stakeholders.



## AWARD CATEGORIES

### Digital and Social Categories

#### THE GOLD STANDARD AWARD FOR BROADCAST AND VIDEO

This award recognises the effective use of video or broadcast as a communications or campaign tool by a corporate, NGO or government body. Entries should contain an embedded link to the video (including any username or password) and be accompanied by up to 500 words explaining the strategy behind the use of broadcast.

#### THE GOLD STANDARD AWARD FOR DIGITAL COMMUNICATIONS

This award identifies excellence in the creative use of digital channels to achieve communications, public relations or corporate affairs goals. This can be through the use of websites, blogs, email newsletters, online polling and other digital tools.

#### THE GOLD STANDARD AWARD FOR SOCIAL MEDIA COMMUNICATIONS

This award identifies excellence in the creative use of social media channels to further communications, public relations or corporate affairs goals. This can be through the use of applications such as Twitter, Facebook and WeChat and other social media platforms

#### THE GOLD STANDARD AWARD FOR INTEGRATED COMMUNICATIONS

This award identifies excellence in the use of digital and social media channels as part of an integrated communications, public relations or corporate affairs campaign or strategy. Judges will look for strategies which utilise digital or social media and at least two of the following channels: media relations, events, experiential, government relations and advertising or paid media.

### Good Business & Citizenship Categories

#### THE GOLD STANDARD AWARD FOR CORPORATE CITIZENSHIP (CSR AND SUSTAINABILITY)

This award identifies excellence in the development of a CSR or sustainability programme which enhances corporate reputation. It is open to corporations, NGOs and public bodies who can show commitment to sustainable business practices, governance values or corporate responsibility either through a single campaign, a case study or broader corporate commitment to these outcomes.

#### THE GOLD STANDARD AWARD FOR CORPORATE CITIZENSHIP (PHILANTHROPY)

This award identifies excellence in the development of a philanthropic programme which enhances corporate reputation. Philanthropic initiatives include the donation of time, money or resources to charities and organisations at local, national or international levels. These donations can be directed to a variety of causes such as human rights, disaster relief, clean water and education programmes.

#### THE GOLD STANDARD AWARD FOR CORPORATE CITIZENSHIP (COMMUNITY RELATIONS)

This award recognises the relationship that a company or organisation has with the people who live in the area in which it operates or is affected by its business. It recognises a licence to operate, through building positive and sustainable relationships with key individuals, groups and organisations. Entries should demonstrate sensitivity to community concerns and issues through the design and implementation of community programmes.

#### THE GOLD STANDARD AWARD FOR DIVERSITY AND INCLUSION

This award recognises programmes and initiatives that promote diversity and inclusion relating to ethnicity, national origin, gender, sexual orientation, age, religion or disability status. Organisations will be expected to demonstrate a commitment to promoting diversity and inclusion within their workforce or stakeholder networks and should provide evidence of successful implementation and communication.

#### THE GOLD STANDARD AWARD FOR NGO ENGAGEMENT

Nominations for this award should illustrate effective and innovative engagement involving a non-governmental organisation. Entries must illustrate high levels of achievement in a campaign, project or outreach programme involving either a corporation, government agency, industry group and a registered charity or official NGO.

#### THE GOLD STANDARD AWARD FOR PUBLIC/PRIVATE PARTNERSHIP

This award recognises excellence in any project involving both the public and private sector. It reflects the growing importance of PPPs in areas such as health promotion, environmental protection and economic and social development. The award will be made to the organisations engaged in a partnership in recognition of their successful public affairs or communications engagement.



## AWARD CATEGORIES

### The Consultancy & In-House Categories

#### THE GOLD STANDARD AWARD FOR REGIONAL NETWORK OF THE YEAR

This award recognises excellence by an agency providing a full range of services across the key markets in the Asia-Pacific region. Attention will be given to quality of work, profit, revenue, growth and client retention as well as relevant employee metrics. Specific campaigns or projects can be included as supporting evidence.

#### THE GOLD STANDARD AWARD FOR MULTI-MARKET CONSULTANCY OF THE YEAR

This award recognises excellence by an agency operating in more than one market in the Asia-Pacific or Middle East region. Attention will be given to quality of work, profit, revenue, growth and client retention as well as relevant employee metrics. Specific campaigns or projects can be included as supporting evidence.

#### THE GOLD STANDARD AWARD FOR IN-COUNTRY CONSULTANCY OF THE YEAR

This award recognises excellence by an agency operating in one market in the Asia-Pacific or Middle East region. Attention will be given to quality of work, profit, revenue, growth and client retention as well as relevant employee metrics. Specific campaigns or projects can be included as supporting evidence.

#### THE GOLD STANDARD AWARD FOR IN-HOUSE TEAM OF THE YEAR

This award identifies excellence in an in-house public/corporate affairs or communications team in Asia Pacific or the Middle East. It is open to multinational and domestic corporations, government agencies and NGOs. Successful entries must show significant achievement and development in team management, performance and results.

### The Individual Categories

#### THE PROSPECT GOLD STANDARD AWARDS FOR PROFESSIONAL EXCELLENCE

These awards recognise achievement by senior communications, corporate or public affairs professionals. Two awards will be made: one for an agency professional and one for an in-house professional. The awards are open to the nomination of senior professionals who are leaders among their peer groups and the broader corporate affairs and communications industry. Submissions must be of no more than 500 words. Judges will look for innovation in communications and corporate affairs strategies (**in-house nominee**) and the successful development of their agency's growth, innovation and business development (**consultancy nominee**).

Please state in-house or consultancy in the nomination.



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