



Welcome to the 2017 PRCA MENA Award guidelines to enter.

It is my pleasure to invite you to be a part of the inaugural PRCA MENA Awards, honouring the year's most effective and creative PR and communications campaigns, individuals, and teams across the MENA region

By introducing these 12 new accolades to the region, PRCA MENA is ensuring that everyone in the industry has the opportunity to compete for the honour of winning and showcasing their work.

Winning a PRCA MENA Award is not only a regional achievement but also demonstrates achievements across the globe with our links to PRCA UK and ICCO.

In this document you will find resources to help you complete your award entry, making it as effective as possible. You will also find detailed instructions on scoring and guidance relating to if you were to win an award.

On behalf of PRCA MENA, we look forward to seeing your work in the award entries and wish you the best of luck in entering the inaugural PRCA MENA Awards.

#### **KEY INFORMATION**

- What are the PRCA MENA Awards?
- Categories
- Key dates
- Eligibility
- Submitting your entry
- Fees

#### **WHAT ARE THE PRCA MENA AWARDS?**

The PRCA MENA Awards will be an awards night with a difference, celebrating achievement in Public Relations and communications

The PRCA MENA Awards are split into two main groups; Consultancies and Individuals; and PR and Communications Campaigns.

The consultancy and Individual Awards look at the agency's effectiveness and key elements within the organisation. This includes the make-up of the workforce (both gender and ethnicity), collaboration and innovation, staff and client retention, talent management, and documented results and performance.

The Individual Awards acknowledge contribution to the industry at a PR Leader level and there is also an award looking for our industry's rising star.

The PR and Communication category rewards the effectiveness of the campaigns created in a variety of sectors. Entries can come from any company that has completed an effective PR and communications campaign, from either in house or consultancy. Campaigns submitted must show results.



## **CATEGORIES**

There are 12 categories to enter.

Eight categories reward campaigns. In these, judges will be looking for campaigns that can demonstrate strategy, research, execution, creativity, originality, and documented results and evaluation.

For team categories, judges will be looking for evidence and data on the make-up of your workforce, both gender and ethnicity, collaboration and innovation, staff and client retention, talent management, and documented results and performance

For individual categories, judges will be looking for individuals that have made a contribution to their teams, the industry, and have delivered outstanding performance to their clients.

### **Award categories**

#### **1. Best Integrated Campaign**

This award looks at all elements of the marketing mix. You must be able to demonstrate strategy, research, execution, creativity, originality, and documented results and evaluation.

#### **2. Best PR Campaign: B2B**

This 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.

#### **3. Best PR Campaign: B2C**

This award recognises work that involves the promotion of products or services to consumers, delivered by the private, public, or charitable sectors.

#### **4. Best PR Campaign: Media Relations**

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

#### **5. Best PR Campaign: Digital**

This award recognises campaigns that include a large element of digital and new media work, whether on its own or as part of an integrated programme of PR and targeted marketing activity.

#### **6. Best PR Campaign: Crisis**

This award recognises work in a crisis situation when managing difficult issues. This might be by promoting an alternative perspective, or indeed by keeping an issue out of the media altogether. Judges are especially aware of the need for discretion in this category.

#### **7. Results on a Budget**

This award is designed to look at project work within a budget. If your project budget is 70 000 AED or under and you are able to demonstrate results, (Generally a project over 3 months) then this category is for you.

#### **8. Regional PR Campaign of the Year**



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

#### 9. Small Consultancy of the Year

This category is open to any Consultancy with under 15 employees. Winning this award will demonstrate great business and effective results as well as community leadership and innovation. Judges will be looking for evidence and data on: the make-up of your workforce, both gender and ethnicity, collaboration, innovation, staff and client retention, talent management, and documented results and performance.

#### 10. Large Consultancy of the Year

This category is open to any consultancy with 15 or more employees. Winning these awards will demonstrate great business and effective results as well as community leadership and innovation. Judges will be looking for evidence and data on: the make-up of your workforce, both gender and ethnicity, collaboration, innovation, staff and client retention, talent management, and documented results and performance.

#### 11. Rising Star of the Year

An award for any young individual (under 30 years old) with the greatest potential to become industry leader of the future and who has achieved greatness already. Nominations for this award can be made by the individual or a colleague, and organisations can enter any number of entries.

#### 12. PR Leader

An award for an individual who has shown great leadership and achieved greatness with excellent results. This award will be given to an individual (or joint agency heads) who has/have delivered outstanding performance to clients and made a significant contribution to the industry and to their consultancy. Nominations for this award can be made by the individual themselves or a colleague, and organisations can submit any number of entries.

### KEY DATES

#### *Early Bird Entries*

1st November 2016 - 15th November 2016

350 AED - Members

750 AED - Non members

#### *Final Entry submission*

13th November 2016

500 AED - Members

1000 AED - Non Members

#### *Extended deadline*

Awards submitted between

14th November 2016 – 16th November will be charged at a higher rate

750 AED - Members

1250 AED - Non Members



Judging of Awards  
19th-23rd December 2016

Shortlist announced  
4th January 2016

Awards  
8th February 2016  
500 AED per person

## **ELIGIBILITY AND ENTRY REQUIREMENTS**

### *Who can enter?*

The PRCA MENA 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 of the categories.

### *Campaign Eligibility*

The campaign submitted must have been created and implemented in the MENA Region from 1st November 2015 to 2nd November 2016.

### *Who can submit?*

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

### *Financial Dates*

For categories recognising the performance of teams or consultancies rather than individual campaigns, financial and other figures should relate to your most recent financial year.

### *Responsibility*

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

### *Right to Refuse*

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

### *Reasons for Disqualification*

- If the campaign was not developed in the region
- If the campaign is not within the allocated time frames
- Missed the submission deadline
- Campaign is breaking the law, or is inappropriate



## SUBMITTING YOUR ENTRY

### *Entry Forms*

Entry forms can be found on the PRCA MENA webpage under the awards tab. All entries can be submitted and paid for online, making the process as easy as possible. You will need to create an account to submit your entry. You can login to this account to make amendments to your booking before you select 'submit'.

### *Sourcing Data in the Entry Form*

Each entry submission is up to 1000 words and should include the results of the campaign that has been entered. You are able to upload any supporting data, cuttings, testimonies, infographics, or video content to support your entry. The supporting documents are not mandatory but will support the judging panel to get a sound idea of the campaign submitted and the results.

### *Tips for successful completion of your PRCA MENA Award Entry*

- Set up your account online and use it to enter your submission. You can amend this at any point before you press the 'submit'.
- Clear and concise strategy & research
- Execution and originality
- Documented results and evaluation
- Enter to deadlines

### *Reasons to get lower scores*

- Not demonstrating results
- Only showing the creative aspects
- Not demonstrating strategy

### *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 that have worked in the MENA region at some point during their careers.

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.

Judges will be looking for a clear strategy and research, execution, originality, and documented results and evaluation.

### *Who sees your entry?*

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

### *How are shortlists selected?*

Judges review entries remotely. They each have their own secure login, showing only entries that they have been assigned.

The shortlist will be announced on 4th January 2016.

### *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 4 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 absent themselves from any discussion involving an organisation, individual, or campaign, in which they have an interest.

#### *Who's in charge?*

The Jury President's decision is final.

#### *Sensitive Information*

The organisers reserve the right to publish submissions from the winners and shortlisted entrants. Where certain information is sensitive, such as budget figures, please mark 'not for publication'.

### **ENTRY DEADLINE AND FEE**

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### **CONTACT US**

For any questions or queries on the awards, please contact [Leanne.foy@pcra.mena.global](mailto:Leanne.foy@pcra.mena.global)