



IT'S YOUR TIME
TO SHINE

**PRCA
MENA
AWARDS
2021**

جوائز الشرق الأوسط وشمال إفريقيا
Entry toolkit

PRCA MENA REGIONAL AWARDS 2021

While living in uncertain times we understand awards may be the last thing on your mind, but we are determined to continue to celebrate our fantastic industry at this year's PRCA MENA Awards.

The PRCA MENA Awards celebrate the best of the best PR and communications campaigns, teams and individuals across The Middle East and North Africa.

We've seen some incredible campaigns across the MENA Region over the past 12 months, achieved by the most outstanding individuals and extraordinary teams. We are proud of the work achieved and look forward to celebrating your success with you.

This year's awards give you the opportunity to encourage your team, make your mark, expand your network, and gain global recognition from the world's largest PR association. Give your teams something to smile about as we come together as an industry to celebrate your success!

These awards are open to all parties involved in the use of PR and communications, PR consultancies, freelancers, in-house communications departments, digital agencies, and media owners.

The PRCA MENA Awards 2021 will be judged by some of the biggest names from the worlds of PR, communications and journalism, meaning that winning one of these awards truly recognise leading-edge PR and communications work.

WHY THE PRCA MENA AWARDS?

- 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.

Please read through the PRCA MENA Awards Entry Toolkit and Rules of Entry before submission.

To view a full list of the 2021 award categories, please [click here](#).

RULES OF ENTRY: PRCA MENA AWARDS 2021

It is our pleasure to invite you to be part of the PRCA MENA Awards 2021, honouring the year's most effective and creative PR and communications campaigns, individuals, and teams across the MENA region.

Winning a PRCA MENA Award is not only a regional achievement but also demonstrates achievements across the global links to PRCA and to the International Communications Consultants Organisation. (ICCO).

Below you will find resources to help you complete your award entry, making it as efficient as possible.

On behalf of PRCA MENA, we look forward to seeing your award entries and wish you the best of luck in the PRCA MENA Awards 2021.

WHAT ARE THE PRCA MENA AWARDS?

The PRCA MENA Awards 2021 will be an awards night with a difference, celebrating achievements in Public Relations and communications.

The PRCA MENA Awards 2021 are split into two main groups; Consultancies, in-house teams, and Individuals; and PR and Communications Campaigns.

The Consultancy 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 recognising our industry's rising star.

The PR and Communications category rewards the effectiveness of 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 agency.

Campaigns submitted must show results for the campaign and the effect on the overall business objectives.

CATEGORIES

The categories rewarding specific campaigns the judges will be looking for campaigns that can demonstrate strategy, research, execution, creativity, originality, and documented results and evaluation. Campaigns need to have taken place between 01 October 2019 – 30 September 2020.

Each campaign entry will be judged on:

- a) Strategy & Research (0 – 10)
- b) Execution (0 – 10)
- c) Originality (0 – 10)
- d) Results and Evaluation (0 – 10)

For team categories, judges will mark your entry against the following criteria: clients; staff; financial; and innovation.

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.

KEY DATES AND PRICING

Early Bird Deadline	Sunday, 25th October 2020
Final Deadline	Thursday, 26th November 2020
Judging	6th December – 15th December 2020
Finalists Announcement	Sunday, 3rd January 2021
Awards Night	Wednesday, 17th February 2021 19.00 – Onwards Venue TBD
Night's Ticket	750 AED+VAT On sale on the day of the announcement of the finalists
Early Bird Entry Member	350 AED+VAT
Early Bird Entry Non Member	750 AED+VAT
Final Entry Member	550 AED+VAT
Final Entry Non Member	1100 AED+VAT

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 October 2019 to 30th September 2020.

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.

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 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

SUBMITTING YOUR ENTRY

Entry Forms

We do not provide entry forms to enter, but we do suggest that the criteria above are followed for each category.

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 can 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. If these are submitted in a powerpoint it must be no more than 10 slides.

All entries are required to have a 200-word entry summary. This is not counted in your 1000 word entry.

Entries and summaries should be sent to awards@prca.mena.global and paid for online at prca.mena.global.

Each entry should be saved with the company name and award category. I.e PRCA – Integrated.

Tips for successful completion of your PRCA MENA Award Entry:

- Select the award categories you wish to enter online at prca.mena.global
- Show a clear and concise strategy & research overview
- Execution and originality is key
- Documented results and evaluation should be included
- Meet the entry deadlines

Reasons to get lower scores:

- Not demonstrating results
- Only showing the creative aspects
- Not demonstrating a strategic rationale to support campaigns or activities undertaken

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, 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 a 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 3rd January 2021.

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 excuse 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'.

CONTACT US

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

1. 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 please read it carefully to give you the best start in the judging process.

2. 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!

3. 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.

4. 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 submission.

5. 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.

6. Try not to assume

Despite the judges being industry experts in 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.

7. Stand out and be creative

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

CAMPAIGN AWARDS

Best Integrated Campaign

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

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.

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.

Best PR Campaign: Media Relations

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

Best PR Campaign: Influencer Relations

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

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.

Best PR Campaign: Crisis Communications

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.

Best PR Campaign: Game Changer

This award looks at campaigns where the agency has devised a creative campaign that the client may not have previously considered or seen as too high risk. Campaigns in this category will demonstrate game changing campaigns for their clients, with outstanding results across a number of channels.

Results on a Budget

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

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, documented results, and evaluation.

Strategic Communications Campaign

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

International Campaign Award

This award recognises work by a MENA organisation that engages international media, clients or stakeholders. The campaign must have run over a minimum of two countries excluding MENA and clear identification of how the campaign may have been altered, if applicable, to the different markets. Judges will be looking for strategy, research, execution, creativity, originality, documented results, and evaluation.

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 against the following criteria; clients; staff; financial; and innovation.

Clients: retention, growth, and performance.

Staff: retention, approach, and diversity.

Financial: performance, growth, acquisitions must be disclosed.

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

Small Consultancy of the Year

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

Medium Consultancy of the Year

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

Large Consultancy of the Year

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

In-House Team of the Year

This category is open to In-House PR teams. Judges will mark your entry against the following criteria; clients; staff; financial; and innovation.

Clients (ie internal stakeholders): retention, growth, and performance

In-house team: retention, approach and diversity

Financial: performance, growth, ROI

Innovation: for example, investment in infrastructure, new products, new approach to talent or campaign delivery.

INDIVIDUAL AWARDS

Rising Star of the Year

An award for any young individual (under 30 years old) with the greatest potential to become an 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 submissions. This award is judged on a Leadership, Initiative and Character, Client Performance and Team and Industry Contribution.

PR Leader of the Year

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. This category is open to both agency leaders and in-house communicators. This award is judged on a Leadership, Initiative and Character, Client Performance and Team and Industry Contribution.

NEW CATEGORIES FOR 2021

Best Communications During Covid-19

The Best Communications During Covid-19 category will recognise the challenges that companies have faced during the Coronavirus pandemic and will acknowledge those organisations that have overcome the obstacles of the global pandemic and excelled in their use of digital communications to engage with their corporate audiences.

Best Digital and New Media Campaign

This category will highlight the campaigns that include a large element of digital and new 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.

Best Health and Wellbeing Campaign

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.

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.

Best Corporate Social Responsibility Campaign

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.

Best Ethical or Good Cause Initiative During Covid-19

Best Ethical or Good Cause Initiative During the Coronavirus Crisis. This award recognises the best campaign during covid19 for a good cause.

FREE TO ENTER!

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W: prca.mena.global/mena-2021-awards

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