

**PRISM**  
**AWARDS**  
**2 0 0 8**

Nomination Kit



**Institute of  
Public Relations  
of Singapore**

## WHAT IS PRISM?

**PRISM** stands for Public Relations in the Service of Mankind.

The Institute of Public Relations of Singapore introduced the PRISM Awards in 1987 to recognise and reward excellence in Public Relations and Communications in Singapore.

The Awards, which are presented biennially, aim to encourage creativity, originality and best application of public relations and communications practices across all sectors of the economy, in commercial as well as not-for-profit activities.

## AIM OF PRISM AWARDS

The PRISM Awards are given to organisations and individuals in recognition of outstanding contributions and achievements in the practice of public relations to raise its level of professionalism.

The awards are part of the Institute of Public Relations of Singapore's ongoing objective to enhance the standard of public relations practice in Singapore through recognition of best efforts.

This being our 10th PRISM Awards, we have introduced and revised the following categories:

Outstanding Overall Corporate Reputation Enhancement Programme – Singapore

Investor Relations (replaces Investor Relations Programme - <\$300M and >\$300M)

Public Service Campaigns – Private Sector (replaces Public Service Campaigns by non-government / private sector - <\$100K and >\$100K)

Outstanding Campaigns by Non-Government Organisations (NGO (NEW))

Integrated Marketing Communications (replaces Integrated Communications and Marketing Communications)

Outstanding PR Mentor (NEW)

Outstanding PR Champion (NEW).

We have also added a trans-national dimension to PRISM through the introduction of two regional awards:

Outstanding Corporate Reputation Campaign –International

Outstanding Corporate Reputation Campaign within Asia Pacific Region

## GENERAL ENTRY RULES AND INFORMATION

The following are the rules of the competition. Failure to comply will lead to disqualification of the entry.

**Additional copies of the entry kit can be downloaded from [www.iprs.org.sg](http://www.iprs.org.sg).**

### The Awards Presentation

The PRISM Awards Ceremony 2008 will take place in March 2008.

For more information, please contact Lee Mei See / Anusha Sadhnani at Tel: +65 6534 1841 or email: [admin@iprs.org.sg](mailto:admin@iprs.org.sg)

### Eligibility

The awards are open to all private and public sector organisations, non-profit organisations and academic institutes in Singapore as well as individuals. Only students of tertiary institutes may submit entries for the Student Project.

### Qualifying Period

To qualify for entry, all programmes / projects must have been executed between 1 November 2005 and 1 November 2007.

### Judging

Submissions will be judged on concept and planning, execution, outcome and other factors as listed.

Judges may move entries between categories if deemed unsuitable for the category entered.

Awards will be made solely at the discretion of the judges and IPRS Council. No feedback or correspondence will be entertained. The results and the judges' decisions are final.

Entrants will be notified by email if they are shortlisted for the finals by mid February 2007.

## Entry Fees

All entries submitted must be accompanied by the official entry form and entry fee. Please make your cheque payable to the “**Institute of Public Relations of Singapore**”.

Entry Fees (\$S)	Early Bird Entry Rate (Submitted & paid by 26 November 2007)	Standard Entry Rate (Submitted & paid by 10 December 2007)
IPRS Member	100	150
Non Member	150	200
Students' Project (Tertiary Institution)	50	80

## No entry fee is required for the nominations of the following Special Awards:

- Outstanding PR Professional
- Outstanding Young PR Professional
- Lifetime Achievement Award
- Outstanding PR Mentor
- Outstanding PR Champion

## Dates and Deadlines

Early Bird entry deadline: 26 November 2007  
Final entry deadline: 10 December 2007  
Awards Presentation: March 2008

To qualify for the Early Bird application rates, entries must reach us by 26 November 2007 (before 5pm)

## All entries must reach us by 10 December 2007 (before 5pm)

All entries must be submitted in hard copies to:

### PRISM AWARDS 2008

#### Project Selection Committee

Institute of Public Relations of Singapore  
43B South Bridge Road  
Singapore 058677

For enquiries, please call:

Tel : +65 6534 1841  
Fax : +65 6534 4691  
E-mail : admin@iprs.org.sg

# ENTRY SUBMISSION GUIDELINES

## Categories:

Each submission must comprise:

- an **Executive Summary** not exceeding two A4 pages
- a **Project Report** not exceeding 3000 words

The **Executive Summary** will provide the following information:

- Brief description
- Objectives
- Implementation
- Outcome including objectives achieved (preferably measurable outcomes)
- Costs bands (as described below)

For each entry, please indicate the cost of the programme within the following bands:

- Below \$50,000
- Between \$50,001 and \$100,000
- Between \$100,001 and \$500,000
- Above \$500,001

The **Project Report** will detail the areas highlighted in the Executive Summary to cover the following:

- Situation analysis / brief from the client
- Challenges
- Research findings (if used)
- Target audiences
- Communications Strategy
- Communications Messages
- Evaluation and Measurement Process
- Timeline
- Resources deployed

Entries should include details of all in-house staff and other agencies involved in the project, including engagement of third-party contractors where applicable, and amount spent. Entries submitted by consultancies for work undertaken on behalf of organisations must be validated and signed by the respective clients. They are responsible for obtaining the consent of the respective organisations, for participation and publication of their work, if selected.

Supporting material such as photographs, VHS, CD, DVD, letters, scripts, clippings, media schedules and advertising materials should be included as Addendum to the Project Report.

## SPECIAL / INDIVIDUAL AWARDS

The IPRS invites nominations for the following awards from PR Professionals, employers and clients. Each nomination must be accompanied by a Letter of Recommendation by nominating person / individual giving a brief explanation (not exceeding two A4 pages) on why the individual is deserving of the award. Self nominations will be accepted for each of the categories.

The entry must also be accompanied by a biodata of the nominee (not more than one page), a summary of the nominee's achievements and a portfolio of his/her work for the last 24 months.

### Rules of Entry

All entries submitted must be accompanied by the official entry form and entry fee. Please make all cheques payable to the "Institute of Public Relations of Singapore".

Entries and entry fees are non-returnable and non-refundable.

The decision of the judges and IPRS Council is final and no correspondences will be entertained.

IPRS reserves the right to retain and use the entries for educational and other purposes.

Award winners will be required to assist the organising committee in providing the necessary materials and information for publicity and educational purposes.

The applicants will assume full responsibility for the authenticity and accuracy of information and contents provided and for obtaining any consent for publication of the projects, if selected.

## CATEGORIES

There are fifteen corporate categories and five individual awards for PRISM Awards 2008. Successful entries in the categories will be conferred "Excellence" or "Merit" Awards. New categories have been created and previous ones reclassified for PRISM Awards 2008. You are encouraged to read this portion carefully before deciding on your participation in the relevant categories.

All submissions must exhibit breakthrough thinking and excellence in implementation. Specifically, submissions must provide a statement of the public relations and communications objectives, describe the evaluation process, and provide measurable results which clearly demonstrate how the objectives were achieved.

## CORPORATE AWARDS

### CORPORATE REPUTATION

#### 1. Outstanding Overall Corporate Reputation Enhancement Programme - Singapore

Programmes designed to build or enhance the organisation / overall reputation and image over the past 24 months.

The organisation could have embarked on a corporate reputation repositioning programme. Alternatively, the activities could have been part of the organisation's longer term strategic plan and vision.

Submissions should demonstrate measurable reputation gains, preferably against set targets and supported by credible market research.

#### 2. Outstanding Corporate Reputation Campaign - International

Successful reputation campaigns by Singapore-based companies in 3 or more overseas markets.

Submissions should detail campaign objectives, the various campaign elements and programmes, budgets and resources expended and actual quantitative and qualitative results achieved.

There should be clear statements on the short term as well as the longer term objectives and how the

campaign will help lay a solid foundation for the organisation in its overseas markets.

### **3. Outstanding Corporate Reputation Campaign within Asia Pacific Region**

This award recognises outstanding corporate reputation campaigns in ANY market within the Asia Pacific region (Asia, Australia, NZ and Pacific Islands, excluding USA) by ANY organisation outside Singapore.

Submissions should detail campaign objectives, the various campaign elements and programmes, budgets and resources expended and actual quantitative and qualitative results achieved.

There should be clear statements on the short term as well as the longer term objectives and how the campaign will help lay a solid foundation for the organisation in its targeted market(s).

The objectives of this award are to

- recognise and highlight high international standards in corporate reputation management
- foster quality reputation management networking within the region
- provide benchmarks for campaign excellence

## **KEY STAKEHOLDER SEGMENTS**

### **4. Investor Relations**

Communications programmes directed at shareholders, investors, potential investors and the investment community. Tools used may include road shows, investor seminars / dialogues and webcast. Efforts related to Corporate Governance should also be included.

This category is applicable to Singapore-incorporated companies listed locally or overseas.

The entry must be accompanied with documents stating details of market capitalisation and listing status at the point of entry submission.

### **5. Public Service Campaigns – Public Sector >\$500K**

Public relations programmes or campaigns that advance public understanding of policies, societal issues or concerns or those that seek

to influence public behaviors and attitudes. This category is for larger campaigns and programmes (with budgets exceeding S\$500,000) organised by Public Sector bodies.

Each entry should include the campaign objective(s), duration, implementation methods and budget used. They are to explain how their target audiences have benefited from such a campaign, with clear measurable outcomes.

Advertising materials and media schedules, if any, should be included. Other project sponsors or partners should also be mentioned.

### **6. Public Service Campaigns – Public Sector <\$500K**

Public relations programmes or campaigns that advance public understanding of policies, societal issues or concerns or that seeks to influence public behaviors and attitudes. This category is for campaigns and programmes organised by Public Sector bodies with budgets below S\$500,000.

Each entry should include the campaign objective(s), duration, implementation methods and budget used. They are to explain how their target audiences have benefited from such a campaign, with clear measurable outcomes.

Advertising materials and media schedules, if any, should be included. Other project sponsors or partners should also be mentioned.

### **7. Public Service Campaigns – Private Sector**

Public relations programmes or campaigns that advance public understanding of policies, societal issues or concerns or that seeks to influence public behaviors and attitudes. This category is for campaigns and programmes organised by Private Sector Organisations.

Each entry should include the campaign objective(s), duration, implementation methods and budget used. They are to explain how their target audiences have benefited from such a campaign, with clear measurable outcomes. They are also to explain how these objectives fit and support the overall corporate reputation objectives of the organisations concerned.

Advertising materials and media schedules, if any, should be included. Other project sponsors or partners should also be mentioned.

## **8. Outstanding Campaigns by Non-Government Organisations (NGO)**

Programmes or campaigns mounted by or on behalf of Non-Government Organisations to explain and promote their agenda and causes.

These could also include campaigns for welfare organisations and charities to promote public acceptance and to raise funds.

Concurrently, they could also be aimed at fostering understanding of societal issues or concerns or seeking to influence public behaviors and attitudes.

Entries should clearly spell out campaign objectives(s), duration, implementation methods and budget used and results achieved.

## **9. Internal Communications**

Programmes that are strategically designed to reach out to internal stakeholders associated to the participating organisation (for example, employees, members, dealers, unions and trade groups, etc.) using a diverse range of tools such as intranet, newsletters, corporate videos, dialogues and town hall meetings, etc.

The entry must show how the internal communications programme is integrated into the overall transformation or business plan and the results achieved.

## **10. Student Project**

This award recognises outstanding public relations projects organised by student groups. These should demonstrate strategy, creativity and resourcefulness in planning and in the application of PR techniques and tools.

Both project objectives and results achieved should be clearly detailed.

## **SPECIFIC REPUTATION FOCUS/TECHNIQUES**

### **11. Corporate Social Responsibility (CSR)**

Public relations programmes that seek to support corporate values on community, social, ethical and reputation issues and to improve the well-being of specific groups of people or the general community. These would invariably entail the conduct and / or sponsorship of community relations programmes; all part of the organisation's discharge of its Corporate Social Responsibility.

Such programmes help to generate support and understanding for the sponsoring organisation and generally benefit them indirectly or for the longer term.

### **12. Crisis & Issues Management**

Programmes undertaken by organisations (country, industry, company etc) to deal with a crisis or an issue that has already happened or could potentially happen, and which has / would have an extraordinary impact on the organisation's reputation and survival.

These could be proactive in nature, showing how the organisation develops structures and plans to respond to such potential pitfalls and how team members are trained and exercised.

These could also describe how an organisation responds to a specific crisis and the outcomes achieved.

Due to the sensitive nature of such programmes, applicants may request to have certain sections of their submissions marked "Confidential" and not for publication.

### **13. Events/Conferences**

Events may be commemorations, observances, openings, celebrations, exhibitions and conferences or other special or promotional activities. The duration of the event, budget and manpower used and implementation techniques are to be indicated.

Also, clarify and provide details, if professional assistance and resources were engaged. Account for results or outcomes which should be measurable against set objective(s).

#### 14. Integrated Marketing Communications

Communications programmes designed to support introduction of new products / services or promote existing products / services to a consumer or business audience. These should demonstrate the effective integration of public relations strategies and tactics with other promotional marketing communications programmes.

Each entry should demonstrate the integration of strategies and indicate the budget and measurement against set objective(s). Also, clarify and provide details, if professional assistance and resources were engaged. Account for results or outcomes which should be measurable against set objective(s).

This category may include corporate, service or product campaigns, campaigns to lobby support or highlight issues.

#### 15. New Media

This award is for corporate reputation campaigns which make creative and effective use of new media such as intranet, internet phone mails, blogs or other aspects of the web in achieving set reputation goals.

The employment of non-web based new media would be accorded special recognition.

The effective monitoring of and response to stakeholder feedback, including negative feedback and attack could also be highlighted.

Each submission should also conclude with a clear account of results achieved and lessons learnt.

## SPECIAL / INDIVIDUAL AWARDS

#### 16. Outstanding PR Professional

This award recognises an outstanding local PR practitioner for his / her contributions and achievements in reputation management during the past 24 months.

The individual could be a successful practitioner in a corporate role, senior public sector capacity, service organisation or in a voluntary capacity.

The achievements could be in the successful discharge of responsibility as well as in mentoring and sharing.

#### 17. Outstanding Young PR Professional

This award is given to a promising, young professional with not more than three years of PR experience and who has consistently produced good quality work and is committed to building a career in public relations. Young PR professionals below 30 years of age are eligible for consideration.

#### 18. Lifetime Achievement Award

This award recognises an outstanding and well known local PR practitioner for his / her well recognised contributions and achievements in reputation management over an extended period of time, usually more than 10 years.

The individual could be a successful practitioner in a corporate role, senior public sector capacity, service organisation or in a voluntary capacity.

The achievements would be both in the successful discharge of responsibility as well as in mentoring and sharing.

#### 19. Outstanding PR Mentor

This award recognises a PR practitioner who has distinguished himself / herself in effective PR mentorship, thus helping develop and cultivate PR talent and professionalism.

Professional trainers are not considered for this award.

#### 20. Outstanding PR Champion

This award honors a CEO or top executive who recognises the value of PR to the success of his / her organisation. He / she would consistently support PR budgets and activities while at the same time, committing significant human and other organisational resources towards the strengthening of corporate reputation.

This individual would also be personally "PR Savvy", especially in media interviews and public engagements.

**Institute of Public Relations of Singapore**

43B South Bridge Road, Singapore 058677

Tel +65 6534 1841 • Fax +65 6534 4691

Email [admin@iprs.org.sg](mailto:admin@iprs.org.sg) • Website [www.iprs.org.sg](http://www.iprs.org.sg)

