

PRISM
AWARDS
2010

*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 (IPRS) introduced the PRISM Awards in 1987 to recognise and reward excellence in Public Relations and Communications in Singapore and the region.

The PRISM Awards are presented biennially to encourage creativity and originality and to promote the best application of Public Relations and Communications practices across all sectors of the economy - commercial, government and in the "not-for-profit" sectors.

Sim of the Prism Awards

The PRISM Awards are presented to organisations and individuals in recognition of their outstanding contributions and achievements in the practice of Public Relations and Communications so as to raise the level of professionalism in the PR industry.

The PRISM Awards are part of IPRS' ongoing goal of enhancing the standard of Public Relations practice in Singapore and the region through the recognition of best efforts.

The PRISM Awards 2010 will be the eleventh since the inauguration of the Awards more than two decades ago.

The PRISM Awards 2010 will see the introduction of two new Award categories as follows:

NEW CATEGORIES

- Public Relations Consultancy of the Year - Singapore
- Overall Outstanding Public Relations Consultancy

General Information

ELIGIBILITY

The Awards are open to all private, public and "not-for-profit" organisations, as well as academic institutions and individuals who are based in Singapore.

QUALIFYING PERIOD

To qualify, all entries for Award categories involving PR or Communications campaigns, programmes or projects, must have been executed between 1st November 2007 and 1st November 2009.

JUDGING

All submissions will be judged on their concept and planning, execution, outcomes and other factors as listed under each individual Award category.

The Panel of Judges will comprise senior PR practitioners, leading PR and Communications academics, senior media representatives and IPRS Council Members.

Judges reserve the right to move an entry between the different Award categories if it was deemed to be unsuitable for the category that the entry it had been entered for in the first instance.

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

Entrants will be notified by email if they have been short-listed for the Finals by the end of **February 2010**.

ENTRY FEES

All entries submitted must be accompanied by the official Entry Form and the entry fee. Please make your cheque payable to the "Institute of Public Relations of Singapore".

FEES PAYABLE:

Nomination by:	Early Bird Entry Rate <i>(submission and payment to be received by 5.00pm, 4th December 2009)</i>	Standard Entry Rate <i>(submission and payment to be received by 5.00pm, 18th December 2009)</i>
IPRS Member	\$100	\$150
Non-IPRS Member	\$150	\$200

No entry fee is required for nominations for the following Individual Awards:

- Outstanding PR Professional
- Outstanding Young PR Professional
- Outstanding PR Mentor
- Outstanding PR Champion

Nominations for the Lifetime Achievement Award will be made by the IPRS Council.

SUBMISSION OF ENTRIES

Copies of the Entry Kit can be downloaded from www.iprs.org.sg. All entries must be submitted in hard copy to:

PRISM AWARDS 2010

Project Selections 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

PRISM AWARDS 2010 PRESENTATION

The PRISM Awards 2010 will be presented at a Gala Presentation Night which will be held on a date (to be announced) in **March / April 2010**. Watch out for details at www.iprs.org.sg.

Entry Rules & Guidelines

The following are the rules and guidelines of the PRISM Awards 2010 competition. Failure to comply with these rules and guidelines will lead to a disqualification of the entry. The rules and guidelines are as follows:

GENERAL

- All entries must be submitted on the official Entry Form and must be accompanied by the entry fee. Please ensure that all cheques are made payable to the "Institute of Public Relations of Singapore".
- All entries and entry fees are non-returnable and non-refundable.
- The decision of the judges and the IPRS Council is final. No correspondence or appeals will be entertained.
- IPRS reserves the right to retain and use the entries for educational and other purposes including publicity.
- Award winners will be required to assist the PRISM Awards 2010 Organising Committee in providing the necessary materials and information for publicity and educational purposes.
- Entrants 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.

NOMINATIONS FOR CORPORATE AWARDS CATEGORIES

All submissions must comprise the following:

- An **Executive Summary** not exceeding two A4 pages
- A **Project Report** not exceeding 3000 words

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

- A brief description
- Objectives
- Implementation
- Outcomes including objectives achieved (preferably measurable outcomes)
- Costs bands (as described below)

For each entry, please indicate the cost and in which the nominated campaign, programme or project falls within as follows:

- 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 and will 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 the amount spent.

Entries submitted by consultancies for work undertaken on behalf of organisations must be validated and signed by the respective clients.

Consultancies that are submitting nominations are responsible for obtaining the consent of the respective client organisations, for the campaign, programme or project participation in the PRISM Awards and for the subsequent publication of the entry by IPRS, if the nomination is selected for an Award.

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

NOMINATIONS FOR SPECIAL/ INDIVIDUAL AWARDS CATEGORIES

IPRS invites nominations for the following Awards from PR professionals, employers and clients.

Each nomination must be accompanied by a Letter of Recommendation by the individual who is submitting the nomination. This Letter will provide a brief explanation (not exceeding two A4 pages) as to why the individual/organisation being nominated for the Award category is deserving of the Award.

Self nominations will be accepted for the Special/ Individual categories.

Each entry must be accompanied by a bio-data of the nominee (not more than one A4 page), a summary of the nominee’s/organisation’s achievements and a portfolio of his/her/organisation work for the last 24 months (**1st November 2007 – 1st November 2009**).



Prism Awards 2010 – *Award Categories*

In all, there are 18 Award Categories for PRISM Awards 2010 – 13 Corporate and five Individual Awards.

Entries for each Category that the Panel of Judges deems to be of a commendable standard will be conferred with either an “Excellence” or “Merit” Award.

CORPORATE REPUTATION

1. *Outstanding Overall Corporate Reputation Programme - Singapore*

Programmes that are designed to build or enhance the organisation and/or its overall reputation and image over the past 24 months (1st November 2007 – 1st November 2009).

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.

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

2. *Outstanding Corporate Reputation Campaign - International*

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

Entries should detail campaign objectives, the various campaign elements and programmes, budgets, 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 helped lay a solid foundation for the organisation in its overseas markets.

KEY STAKEHOLDER SEGMENTS

3. *Investor Relations*

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

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

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

4. *Public Service Campaigns*

Public Relations programmes or campaigns that advance the public's understanding of policies, societal issues or concerns, or those that seek to influence public behavior and attitudes, that were organised by public sector organisations.

Entries should include the campaign objective (s), duration, implementation methods and the budget. The entries must explain how the target audiences have benefited from the campaign, with clear measurable outcomes.

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

5. *Outstanding Campaigns by Non-Government Organisations (NGOs)*

Programmes or campaigns mounted by or on behalf of Non-Government Organisations (NGOs) 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 seek to influence public behavior and attitudes.

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

6. *Internal Communications*

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

Entries must show how internal communications programmes were integrated into the overall transformation or business plan and the results achieved.

SPECIFIC REPUTATION FOCUS/ TECHNIQUES

7. *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 and form part of the organisation's discharge of its Corporate Social Responsibility (CSR). Such programmes help to generate support and understanding for the sponsoring organisation and generally benefit them indirectly or for the longer term.

8. *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 pro-active 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.

9. *Events/Conferences*

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

Entries need to clarify and provide details if professional assistance and resources were engaged. An account of the results or outcomes, which should be measurable against set objective(s), should be included.

10. *Integrated Marketing Communications*

Communications programmes designed to support the 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.

Entries should demonstrate the integration of strategies, indicate the budget and the measurement against set objective(s). Entrants need to clarify and provide details if professional assistance and resources were engaged. An account of the results or outcomes, which should be measurable against set objective(s), should be included.

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

11. *Digital Media*

This award is for corporate reputation campaigns which make creative and effective use of the digital or new media such as the Internet, blogs, Facebook, Twitter, YouTube, SMSes, phone mails, intranet, and other aspects of the Web, telecommunications and broadcasting, in achieving set reputation goals.

The employment of non-Web-based digital media will be accorded special recognition.

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

Entries should conclude with a clear account of results achieved and lessons learnt.

Individual Awards

12. *Outstanding PR Professional*

This award recognises an outstanding local (Singapore) PR practitioner for his/her contributions and achievements in reputation management during the past 24 months (1st November 2007 – 1st November 2009).

The individual could be a successful PR practitioner in the corporate sector or in consultancy; in a senior public sector appointment; or in a “not-for-profit” organisation; or in a voluntary capacity.

The achievements could be in the successful discharge of his/her PR responsibilities as well as in mentoring and sharing.

13. *Outstanding Young PR Professional*

This Award is presented to a promising, young professional with not more than three years of PR experience, 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 for this Award.

14. *Lifetime PR Achievement Award*

This Award recognises an outstanding and well known local (Singapore) PR practitioner for his/her well-recognised contributions and achievements in reputation management over an extended period of time, typically of more than 10 years.

The individual could be a successful PR practitioner in a corporate role, senior public sector capacity, or with a “not-for-profit” organisation or in a voluntary capacity.

The achievements would be both in the successful discharge of his/her responsibilities as well as in mentoring and sharing.

15. *Outstanding PR Mentor*

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

Professional trainers will not be considered for this Award.

16. *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 has consistently supported PR budgets and PR activities while at the same time, committing significant human and other organisational resources towards the strengthening of corporate reputation.

This individual will also need to be personally “PR-savvy”, especially in terms of media interviews and public engagements.

17. *PR Consultancy of the Year – Singapore*

This Award honours a homegrown Singapore PR consultancy for its achievements on the local scene over the past 24 months (1st November 2007 – 1st November 2009).

The achievements should be in **at least three** of the following areas: the consultancy’s local expansion client growth and retention; financial success; creativity of its PR campaigns; thought leadership; and the ability to attract top PR talent.

Entries should include an overview of the firm, including practice areas; number of employees; list of major accounts and top campaigns executed between 1st November 2007 and 1st November 2009; notable achievements for the period; marketable distinction from other firms of similar size; two client testimonials; industry partnerships; details of pro bono work and other community relations initiatives.

18. *Overall Outstanding PR Consultancy*

This Award honours a PR consultancy that is based in Singapore for its achievements on the local and / or international scene over the past 24 months (1st November 2007 – 1st November 2009). Both local (Singaporean) as well as international or regional PR consultancies are eligible.

The achievements, which could be in Singapore or in the region, should be in **at least three** of the following areas: the consultancy’s growth and expansion; client growth and retention; financial success; creativity of its Singapore or international PR campaigns; thought leadership; and the ability to attract top PR talent.

Entries should include an overview of the firm, including practice areas; number of employees; list of major accounts and top campaigns executed between 1st November 2007 and 1st November 2009; notable achievements for the period; marketable distinction from other firms of similar size; two client testimonials; industry partnerships; details of pro bono work and other community relations initiatives.

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