

Why you need to enter the PRISM Awards 2016

Issued by [PRISMAwards](#)

9 Feb 2016

Whether you're a large or small public relations consultancy, a corporate, a government organisation, an NGO or a one-person public relations practitioner, winning a PRISM Award is a serious game-changer - on a business, professional and personal level. The number of entries into the most sought-after public relations awards is increasing each year, as more and more stakeholders recognise the impact winning a coveted PRISM can have. The deadline for entries for this year's awards is 15 February 2016, with the prestigious Awards Ceremony scheduled for 17 April 2016.



Nicky James – a Director at Tribeca Public Relations

It all starts with the win

The thrill of winning a PRISM is best expressed by Nicky James, Co-owner of Tribeca Public Relations. Last year the consultancy won both a Gold and a Silver Award. "Tribeca always invites the team/s who worked on the award entries to the PRISMs," says Nicky. "So the reaction is always a loud one from everyone there, followed by smiles, shouting, jumping, tweeting, WhatsApping, air punches and a lot of high fives – and of course a selfie or two taken with the awards!"

But the benefits of winning the coveted awards are far longer-lasting than the evening celebrations. It is a business differentiator, an opportunity to get international recognition for an excellent campaign, increase credibility, build team spirit – and lots more!



Robyn de Villiers - Chairman and CEO, Burson-Marsteller Africa

In 2015 one of the Gold Award recipients was the University of the Free State (UFS). "The UFS was the only tertiary institution to receive a Gold Award in 2015 – for their 'BSafe Take Action' campaign in the Internal Communication category. "The Award is a great honour for the University, considering the cream of South African public relations took part in the competition", says Leonie Bolleers, head of the Unit for Internal Communication in the Department of Communication and Brand Management. She describes the impact of winning an award on her team: "The award motivated the team to proceed with the campaign, coming up with more fresh and creative ideas and to continue with the message."

Recognition and respect

Managing Director of Plato Communications and Gold Award winner of the 2015 Small Public Relations Consultancy of the Year, Susan Krause, had this to say about the ways in which her company has benefitted from winning a PRISM Award: "We now have more clout and are taken more seriously in the market place – by both prospective clients and job seekers. Since winning the Award, we have won some big clients and garnered a lot more respect in the industry. We also seem to pop up near the top on Google nowadays, which is a great thing!"

Burson-Marsteller Africa scooped a Gold and a Bronze Award at last year's PRISMs – both in the Media Relations category. "2015 was a great year for us from a recognition perspective. Knowing that we have won the recognition of the local and international public relations industry has added to the confidence our clients have in us," says Robyn de Villiers, Chairman



FleishmanHillard's CEO Kevin Welman

and CEO of Burson-Marsteller Africa. “The awards have really impressed current and potential clients and being able to showcase “award-winning” work really leaves a lasting impression.”

Winning a PRISM is significant and relevant. Kevin Welman, CEO of Fleishman Hillard South Africa and winner of the Gold Award for Best Large-Sized Public Relations Consultancy in 2014 and 2015 comments: “Gaining recognition in a professional services and client-centric space as fast moving as the communication industry can be incredibly challenging. With constant pressure as you move between issues and crises, it is not often that we take a chance to stand back and look at the work we have done. Winning awards is validating for clients, as it is evident that our best work is being done, as well as for staff, as their work is recognised beyond our boardroom.”



Stefan Lotter and Leonie Bolleurs (responsible for the BSafe Take Action campaign) with Lacea Loader (Director in the Department of Communication and Brand Management at the UFS).

Sponsors of the 2016 PRISM Awards include: Afroflame, Blue Apple, CIMA, Ground-Up Media, Livestock Ophaqa, Mango, Professional Evaluation and Research, ROI Africa, WeCollaborate, Von H Brand Provocateur, Vukani Fashions and Zoom Photography.

PRISM Awards 2016 Media Partners: Bizcommunity, CliffCentral, JoburgTodayTV, Jozi Maboneng Radio, Media Update, Mix FM, UJ Radio and UNISA Radio.

Follow the PRISM Awards: #Prisms2016, #ThrowbackPrisms2015, #PrismsFacts
[@theprismawards](#) [@1PRISA](#)

To enter or for more information visit: www.prisa.co.za

For more, visit: <https://www.bizcommunity.com>