

## PRISM Awards 2017 call for entries

The PRISM Awards will be celebrating another year of public relations excellence in 2017. The call for entries has opened and this year there are new categories, more opportunities in the digital environment and students studying public relations. The deadline for entries is 27 March, with the prestigious Awards ceremony scheduled for Sunday 7 May 2017.



Marking the 20th year, will be the online entry and judging process. All entries will be submitted online ensuring a far more manageable and streamlined judging process. The judging panel will comprise more than 60 judges, all professionals and leaders in their industries from around the world.

### Important Dates

- Prepping for PRISMS – Cape Town 26 January 2017
- Prepping for PRISMS - Johannesburg 27 January 2017

The PRISM Awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity, innovation and professionalism in the public relations and communication programmes and strategies.

Any Public Relations consultancy, business enterprise, association, private institution and government body are eligible to submit entries into the Awards. Public relations consultancies may enter on behalf of clients.

The 34 categories in the 2017 PRISM Awards:

Sectors	Practices	Over-Arching Awards
Business-to-business	Best use of Social Media as a support tool in a communication programme	Best Up-and-coming Public Relations Professional
Financial services	Best use of an event to build / change reputation (Event management)	Best Public Relations Professional
Investor relations	Best use of communication in a township revitalisation or education campaign*	Lifetime Achievement Award
Healthcare	Campaign best informed by analytics / big data	Consultancy Awards
Technology	Corporate communication	- Best Small Public Relations consultancy (fewer than 10 people)
Travel & tourism	Crisis management	- Best Mid-sized Public Relations consultancy (10 – 39 people)
Resources	Internal communication	- Best Large Public Relations consultancy (More than 40 people)
Environmental	Publications	African Network of the Year
Public Affairs	Media relations	Campaigns of the Year
Public sector	Social Media as the primary method of Communication (best use of social media to lead a programme *	- Pan African Campaign of the Year
Community Relations	Social Media as the primary method of Communication (best use of social media to lead a programme with no social media spend) *	- South African Campaign of the Year
NGO campaign	Social Media to launch a new product*	
Corporate responsibility	Mobile Media for Public Relations (best use of mobile to lead a programme)	
Sponsorship	Student campaign of the Year	
PR on a shoestring		

\* *New categories*

Sponsors of the 2017 PRISM Awards include: AfroFlame – hostessing; Contempo – dressing of hostesses, team, MCs and possibly judges; GroundUp Media – videos; Integrated Marketing Solutions – social media, branding and design; Katlego Maboe – MC; Lebo Maboŋwa - MC; Lounge Around – décor and furniture; ROI Africa – media monitoring; Stageline – audio-visual equipment and staging; Zoom Photography – photos.

To enter or for more information visit [www.prisa.co.za](http://www.prisa.co.za).

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