



## PRINZ Awards - Draft Entry Form

Your Personal Contact Details	
Title/Salutation	Mr, Mrs, Miss, Ms, Dr,
First Name	
Last Name	
Phone	
Email	
Organisation Details	
Organisation Name	
Position	
Other Practitioner/s	
Entry Details	
Title	
Category	<i>for details on the categories <a href="#">click here</a></i>
Alternative Category	
Should this entry remain confidential?	(Yes/ No) <b>NB: 100 word synopsis must be published</b>
Can it be used as a Case Study?	(Yes/ No)
Client or Manager Details	
Client/organisation	
Client/manager name	
Email Address	
Contact Phone Number	
Contact Fax Number	

**Entry Synopsis (100 words in total)****Synopsis****Entry (2000 words in total)****Background:**

How clearly does the entry describe the background to and scope of the programme?

**Preliminary Research:**

What preliminary research was carried out? How thorough is it?

**Objectives:**

How clearly does the entry describe what the programmes ought to accomplish? NB: entries should differentiate between organisational objectives and public relations objectives. Public relations objectives must support organisational objectives, but they should be well defined under the umbrella of the organisational objectives.

**Audiences:**

How clearly does the entry specify its target audiences, and define the critical characteristics of those audiences?

**Messages:**

How clearly does the entry articulate the messages that are central to the programme? How appropriate are the messages to the objectives?

**Strategy:**

For categories 1 – 6 and 8, how sound is the strategy, and how easy is it to understand? How well does the strategy reflect an understanding of the objectives and target audiences?

<p>For category 7 (Special Event), discuss the <b>planning</b> process, and how well does it reflect an understanding of the objectives and target audiences?</p>	
<p><b><u>Implementation / Tactics:</u></b> How well does the implemented programme/materials meet technical and professional communications standards for the media/activity selected? How cost-effective was the programme? How appropriate are the activities and messages chosen to reach the audiences, and were the objectives achieved?</p>	
<p><b><u>Problem solving / Creativity (Wow factor):</u></b> To what extent does the implemented programme show imagination, innovation, uniqueness, creativity? How well did the entrant respond to any extraordinary circumstances that arose?</p>	
<p><b><u>Results:</u></b> Did what was done achieve the objectives? To what extent?</p>	
<p><b><u>Evaluation and Follow-up:</u></b> For categories 1 – 6, how suitable and how valid is the post-testing and evaluation of results? How sound is the follow-up action to be undertaken? For category 7 (Special Event), what was the impact and excitement created as a result of the event? For category 8 (Young Practitioner), to what extent are the results personally attributable to the practitioner's own work?</p>	