

PRISM AWARDS 2023

PEOPLE IN PR
MAKING AN
IMPACT!



Institute of
Public Relations
of Singapore

Qualifying Period:
1 July 2021 to
30 June 2023

About IPRS PRISM Awards

The Institute of Public Relations Singapore (IPRS) is pleased to launch its biennial IPRS PRISM Awards and welcomes you to participate in this much-awaited industry event that celebrates the best in PR and Communications across 30 open categories.

What is the Prism Awards?

Established in 1987, the IPRS PRISM Awards programme is one of the oldest and most prestigious in the industry.

PRISM which stands for '**Public Relations in the Service of Mankind**' recognises leading organisations and practitioners for their excellence in communications practice across all sectors - corporate, government and not-for-profit.

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

IPRS PRISM Awards 2023

The awards this year shines the light on our **People in PR** - professionals, teams and champions who have made an impact through their mastery of PR strategies and execution skills. There are three main award categories. The People Awards celebrate the contributions of PR practitioners in the work entrusted to them by their organisations and clients that they serve. Included in this category are the **Student Award** that recognises the work of our next generation of aspiring PR practitioners from the start of their formative years. The **Campaign Awards** showcases the best PR-led events and programmes of high quality delivery.

The IPRS will also nominate winners in the **IPRS Awards** (not-for-entry) category: Outstanding PR Campaign of The Year; IPRS Partner of The Year; and Lifetime PR Achievement Award 2023.

All winning works will bear the hallmarks of excellence in concept, execution and impact on markets, society and the industry at large.

Eligibility

Entries are welcomed from all corporate and not-for-profit organisations, government agencies, tertiary institutions, associations, and individuals based in Singapore, or where the work was primarily planned and conceived in Singapore and delivered across regions.

Qualifying Period

The qualifying period for the work submitted for consideration for all award categories is from 1 July 2021 and 30 June 2023. All campaigns, programmes or initiatives must have been executed during this period.

Each campaign can be nominated for up to three categories of awards. Each organisations or individuals may submit a maximum of two entries per category. These will be considered as individual entries with separate nomination fees.

People Awards

The IPRS PRISM Awards Campaign Awards showcases the best PR-led events and programmes of high quality delivery. All winning works will bear the hallmarks of excellence in concept, execution and impact on markets, society and the industry at large.

Outstanding PR Leader

This award recognises a PR practitioner who has distinguished himself/herself in effective PR leadership and mentorship, setting and raising the standards of the profession, and developing and nurturing PR talent. It recognises an individual who has successfully made PR a key priority in their organisation or in business strategy, as well as made significant contributions to the industry. The winner has the qualities of an exceptional leader in tackling challenges, and combined insight and expertise in their role.

Outstanding Young PR Professional

This award is presented to a promising, young professional with not more than four 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 (or below 35 with not more than four years prior work experience in PR if the person has changed careers midstream to specialise in a public relations role) are eligible for consideration for this Award.

Outstanding PR Student

This Award is presented to a promising student studying in a PR or communications-related course at a recognised tertiary institution (polytechnic or university). The student should demonstrate leadership qualities, service to community and to his/her school, excellence in non-academic activities and an active interest in current developments pertaining to PR and communications.

The judges will consider projects related to communications, practical experience, successful completion of internship or work experience, including results achieved in any relevant work experience. Extra-curricular activities in a field related to media and communications will be advantageous.

Outstanding PR Champion

This award honours a Chairman, CEO or Senior Executive who recognizes the value of PR to the success of his/her organisation. He/she has consistently supported PR agendas, budgets and activities while at the same time, committed 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. He/she is a role model to people in the organisation and the industry at large.

Outstanding DEI Communications Champion

This award recognizes an individual who strongly advocates and leads in articulating Diversity, Equity and Inclusion (DEI) throughout their organization, inspiring their business leaders and all employees. Through their leadership in communications efforts, they have encouraged and inspired their organization to embrace and embed DEI.

Entries should demonstrate specific cases of DEI communications and its results.

Outstanding In-House Team

This award honours an in-house communications team that is based in Singapore for its achievements in meeting organisational objectives and outstanding communications initiatives during the qualifying period. In-house communications teams from corporate, government or non-profit organisations are eligible.

Entries should include details of team structure and duties, overview of business objectives and accompanying communications strategy, list of top initiatives and campaigns executed during the qualifying period (these can include internal campaigns and achievements) as well as testimonial(s) from another department within the organisation.

Outstanding PR Consultancy

This award honours a PR consultancy that is based in Singapore for its achievements in the local and/or international industry during the qualifying period. Both local (Singaporean) as well as international or regional PR consultancies are eligible.

The criteria will be on the work done in Singapore or by the Singapore office. 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 during the qualifying period; notable achievements for the period; distinction from other firms of similar size; two client testimonials; industry partnerships; details of pro bono work and other Community Relations initiatives.

Outstanding Sustainability Communications Champion

This award recognizes an individual who strongly advocates and leads in defining and articulating the sustainability strategy throughout their organization, inspiring their business leaders and all employees. He/she demonstrates leadership and commitment to environment, social and governance (ESG) communications goals and ensuring that they align with the organisation's vision and purpose, as well as incorporated into business strategy.

Outstanding Technology Champion

This award recognizes the trailblazers in the PR industry driving the use of the latest technology and demonstrating outstanding commitment to the implementation of digital technology, leveraging technology to advance the PR profession, and committed to the development of digital skills within their team, organization or industry.

Entries should define clearly the vision and strategy on the back of this technology adoption and outcomes.

Outstanding Overall Corporate Reputation Programme

This award recognizes programmes that were designed to build or enhance the organisation's overall reputation and image amongst its stakeholders during the qualifying period. This can include a corporate reputation repositioning programme designed to achieve a favourable image or perception of the organization or initiatives that were 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.

Outstanding 360-degree Integrated Campaign - *Business To Business (B2B)*

This award recognises communication campaigns that demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communication programmes/activities, an indication of the campaign budget, and the measurement tools set against the objectives, and an account of the results or outcomes. It recognizes the use of multiple channels (minimum 3) as part of an integrated strategy.

Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

Outstanding 360-degree Integrated Campaign - *Consumer*

This award recognises communication campaigns that demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communication programmes/activities, an indication of the campaign budget, and the measurement tools set against the objectives, and an account of the results or outcomes. It recognizes the use of multiple channels (minimum 3) as part of an integrated strategy.

Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

Outstanding 360-degree Integrated Campaign - *Public, Private & People Sector(3P)*

This award recognises communication campaigns that demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communication programmes/activities, an indication of the campaign budget, and the measurement tools set against the objectives, and an account of the results or outcomes. It recognizes the use of multiple channels (minimum 3) as part of an integrated strategy.

Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

Outstanding Corporate Purpose Campaign

This award recognizes campaigns that effectively promote an organisation or brand's purpose or values to their target audiences. The winner uses creative tactics to communicate the brand's purpose, has a strong mission strategy, shows results and positively impacts the brand's loyalty and trust with its target audiences.

Entries should include audience feedback and alignment of purpose and outcome.

Outstanding Public Sector Campaign

This award recognises programmes or campaigns that advance the public's understanding of policies, societal issues or concerns, or those that seek to influence public behaviour and attitudes, that were organised by public sector organisations, or agencies on behalf of public sector organisations during the qualifying period.

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.

Outstanding Campaign by a Non-Government Organisation or Not-for-Profit Organisation

This award recognises programmes or campaigns mounted by or on behalf of Non-Government Organisations (NGO) and Not-For-Profit Organisations (NPOs) to raise awareness of, explain or promote their agenda and causes during the qualifying period.

These could include fund-raising and educational campaigns for social service/welfare organisations/charities. Alternatively, they could be aimed at fostering understanding of societal issues or concerns or seek to influence public behaviour and attitudes.

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

Outstanding Public Affairs Programme

This award recognizes outstanding engagement between an organization with government bodies. Through effective use of strategic communication, the organization is able to influence public policy, builds and maintains its corporate reputation, and establishes strong engagement and relationships with relevant stakeholders.

Entries should define a specific or overall programme; its purpose, process and implementation.

Outstanding Employee Engagement Programme

This award recognises programmes that were strategically designed to reach internal stakeholders associated with the participating organisation (e.g. employees, members, franchisees, affiliates, unions and trade groups) using a diverse range of communications tools such as intranet, newsletters, corporate videos, dialogues and town hall meetings (including virtual) during the qualifying period.

These can include brand/strategy launches aimed at internal audiences, change management communications, mergers and acquisitions, or initiatives designed to build company culture and resilience.

Entries should highlight tangible outcomes (e.g. employees/ stakeholders' engagement or satisfaction scores) to campaign objectives, and show significant improvement and increased engagement with employees.

Outstanding Sustainability Communications Campaign

This award recognises excellence in an organisation's sustainability communications, reporting and accountability programmes executed during the qualifying period.

Entries should demonstrate an understanding of the triple bottom line - people, planet and profit and how considerations for the environment, social and governance (ESG) was effectively conveyed to investors and other stakeholders, and can include annual and sustainability reports, ESG statements, CSR reporting and events.

Outstanding Diversity, Equity & Inclusion Programme

This award recognizes PR campaigns or programmes that promote DEI within their workforce or to the wider community. The winning programme demonstrates creativity in addressing the issue and significant impact of the campaign.

Outstanding Leadership Communications Strategy

This award recognizes programmes or strategies that help leaders be effective in their communications, demonstrate high quality of leadership communications, and helps the leader use communication as a business tool.

Entries should show the conception and implementation of programmes that builds leadership communications capabilities.

Outstanding Issue Management or Crisis Communication

This award recognises programmes undertaken by organisations, industry bodies or states/nations/governments (or agencies on their behalf) to deal with a crisis or an issue that has already happened or could potentially happen during the qualifying period, and which has/would have had an outsized detrimental impact on the organisation's reputation.

These could be proactive in nature, showing how the organisation develops structures and plans to respond, and how team members are trained and readied. Alternatively, entries could 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".)

Outstanding Financial Communications Campaign

A major campaign designed for or by financial institutions/fintechs or their agencies to effectively engage stakeholders, build relationships and trust, and enhance or transform a brand during the qualifying period.

The campaign should demonstrate the innovative and effective use of PR and communication strategies and tactics tailored for the financial sector and its audiences. These can include IPO/M&A communications campaigns and investor relations programmes.

There should be an indication of the budget; the measurement tools that were employed vis-à-vis the set objectives; and an account of the results or outcomes, including the impact on business results. Entries need to indicate and provide details if other professional assistance and resources were engaged in the campaign.

Outstanding Stakeholder Engagement or Community Relations

This award recognizes the best stakeholder engagement or community relations campaign, which targets a specific stakeholder/community effectively. The winner will have clear understanding of the concerns and issues of the target group, have excellent communication strategies, successful and proactive engagement methods, and demonstrate positive change or outcomes within the target audience.

They will demonstrate that the target stakeholder/community has enhanced understanding of the issue, and has grown their trust and credibility with the specified stakeholder group.

Best Use of Storytelling in a Campaign

This award recognizes the most creative and effective use of content to tell a story and achieving the desired results for the campaign or organization. The winner will show how the strategy and an authentic story were developed, the successful execution and outcomes, and how storytelling contributed to achieving business goals.

Entries should present the what, how and where in the use of effective storytelling.

Outstanding PR Student Project

This award is presented to a PR or communications student or a group of students, from a recognised tertiary institution (polytechnic or university), for the successful development and implementation of a PR or communications project. The project could be part of the tertiary institution's curriculum, an extra-curricular activity, part of an inter-school competition, or done for a not-for-profit organisation.

The project should have been completed during the qualifying period. The submission should include an overview of the project, its communication goals and objectives, the strategies and tactics employed, the measurement tools, and an evaluation of the outcomes. Testimonials to support the effectiveness of the project will be an advantage.

Campaign Awards

Best Use of Technology

This award recognises communication campaigns that effectively use technology tools to drive it and to engage with audiences during the qualifying period. The campaign should demonstrate the effective, successful, and creative integration of the latest technology with PR strategies, tactics and other promotional marketing communications programmes.

There should be an indication of the budget and the measurement tools that were used vis-à-vis the set objectives and an account of the results or outcomes. Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

The campaign may cover event technology, interactive digital screen technology, or the use and implementation of generative AI, mobile apps, Big Data, actionable metrics, SEO measurement tools and others, prior to and during the campaign.

Outstanding Digital/Social Media Campaign

This award recognises programmes which made creative and effective use of digital or other online media channels such as blogs, social media, and others, to create brand awareness and/or boost sales during the qualifying period. These may include Corporate Reputation or PR-led marketing campaigns. Entries should conclude with a clear account of the success metrics that was set at the commencement of the campaign; the results achieved; and lessons learnt.

They should also include the effective monitoring of and response to stakeholders' feedback, including negative feedback. Recognising that digital and social media are critical elements of every PR campaign today, the criterion focuses specifically on aspects of the campaign that demonstrates pioneering thinking and execution in the digital space.

Best Use of Data & Measurement

This award is for organisations or campaigns that demonstrate outstanding use of data or insights, research and measurement in their campaigns or projects. The winner demonstrates how data or research is critical to the design of the campaign, and how successful outcomes were measured and achieved.

Entries should clearly demonstrate data, insights and measurement is driving the performance of PR work and outcome.

Outstanding Regional Campaign

This award recognises a well-executed campaign by an in-house team or agency team based in Singapore or in any other jurisdiction with a regional reach of no less than 3 markets.

The submission must define the project objectives, strategy and demonstrate the quality of outcome and impact achieved in the markets. It should include challenges such as localisation, and targets set by clients.

Outstanding PR Campaign of the Year [NOT FOR ENTRY]

This award recognises a PR campaign that has clearly demonstrated smart and effective use of various communications tools and platforms, and strategies and tactics that resulted in the achievement of outstanding outcomes based on the goals set for the campaign.

This award will be selected from the winning entries in other PRISM categories and is not for entry. Selection will be by the judging panel and IPRS Council.

IPRS Partner of The Year [NOT FOR ENTRY]

This award is presented to IPRS partners who have consistently championed the interests of the public relations/communications community and its members and/or who have promoted and supported IPRS' work and activities.

Lifetime PR Achievement Award [NOT FOR ENTRY]

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

The individual could be a 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 of best practices.

Nomination Requirements

Entry Submission

The following are the rules and guidelines of the IPRS PRISM Awards 2023. Failure to comply with these rules and guidelines will lead to a disqualification of the entry.

- Entries are to be summarised in maximum 1000 words, minimum 11pt font, detailing these key areas:
 - Title/Name of Individual/Champaign/Programme.
 - Executive Summary (This is a mandatory field).
 - Scope of the project (Challenges, Objectives).
 - Planning and Execution (What did you do and how did you do it?).
 - Results and Outcomes (Data, Insights, Reports, Feedback).
- Each campaign can be nominated for up to three categories of awards (**Please include separate documents indicating clearly its eligibility for each category**).
- Each organisations or individuals may submit a maximum of two entries per category. These will be considered as individual entries with separate nomination fees. **Each entry must be accompanied by its own separate form.**
- Entries must be accompanied by up to three attachments to show evidence of outcomes.
- Entries must be accompanied by a one to two-minute video or three to five pages PowerPoint slides used to showcase the entry if awarded.
- If an entry is for a project on behalf of a client, a statement from the client consenting to the nomination for the project must be enclosed.
- All Entries are to be uploaded only via the online application website and forms. Please upload the entry and documents in a Zipped Folder (no larger than 100MB) with your name and project title.
- Please keep to the following formats.

Documents <ul style="list-style-type: none">• File size: Less than 5MB• File formats: .doc, .ppt, .pdf	Audio <ul style="list-style-type: none">• File size: Less than 5MB• File formats: .mp3
Pictures/Photographs <ul style="list-style-type: none">• At least 300dpi,RGB• File size: Less than 5MB• File formats: .jpg, .png, .gif	Videos <ul style="list-style-type: none">• File size: Less than 25MB• File formats: .mp4

- Entries will only be accepted upon full payment and receipt of Nomination Fees.
- All entries and entry fees are strictly non-refundable.
- The decision of the Judges and the IPRS Council are final. No 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 IPRS 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.

Nomination Fees

Award Nomination Fee	Early Bird (till 31 August 2023)	Regular (1 - 30 September 2023)
1st Entry (IPRS Members)	\$210	\$260
Subsequent Entries (IPRS Members)	\$160	\$210
1st Entry (Non-Members)	\$260	\$310
Subsequent Entries (Non-Members)	\$210	\$260

Payment Methods

Bank transfer/Paynow

For this option, you will have to bear ALL bank charges related to this transaction. Please indicate this to the bank when making the transfer. Upon successful bank transfer, please email a scanned copy of the bank transfer slip to finance@iprs.org.sg (cc admin@iprs.org.sg), clearly stating the invoice numbers that the payment is for.

Name of Account: Institute of Public Relations of Singapore

Bank Address: 80 Raffles Place, UOB Plaza 1, #08-00,
Singapore 048624

UEN: S70SS0043L

Bank Code: 7375

Branch Code: 001

Account Number: 101-316-919-0

SWIFT Code: UOVBSGSG

IPRS PRISM Awards 2023

Institute of Public Relations of Singapore,
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Singapore 038988

Tel: +65 68663798

Closing Date of Submission

30 September 2023

Qualifying Period: 1 July 2021 and 30 June 2023

Online Submission: www.iprs.org.sg

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 & Communication practitioners, leading PR and Communication academics, senior media representatives, professionals, business leaders 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 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' decision and the results are final.

Awards Presentation Gala Luncheon

- The IPRS PRISM Awards 2023 will be presented on Thursday, 30th November 2023 at 1200pm at our gala luncheon.
- Please look out for details of this upcoming award ceremony, attendance and tickets on the IPRS website.

Sponsorship, Table Bookings and other enquiries

- For more information on sponsorship opportunities and table bookings, kindly contact: Ernst Lim, Senior Executive IPRS Secretariat; Level 42, Suntec Tower Three, 8 Temasek Blvd, S038988; admin@iprs.org.sg; Tel: +65 68663798.

Thank you for participating in IPRS PRISM Awards 2023
and all the very best ahead!

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