

PR News Platinum PR Awards FAQs

How are the entries judged?

Entries are judged by a blue chip panel of corporate, agency, nonprofit and academic executives, as well as by the staff of PR News. We evaluate your entry based on creativity, innovation, sound planning implementation and results. Our most important criterion is proven success in aligning your strategic objectives with your end goals.

Who is eligible to win an award?

Any communications team or individual – corporate, agency, association, governmental agency or nonprofit – of any size is eligible to enter the Platinum PR Awards program.

Where and when will the reception be held?

The winners and honorable mentions will receive their Platinum PR Awards in October 2010 during an awards Luncheon in New York City.

How do I increase my chances of winning an award?

Emphasize the goals of your campaign, as well as your campaign's achievements in your introduction. Provide as many concrete and specific examples of success as possible, and explain clearly and succinctly your research, planning, implementation and measurement of the campaign.

When will I be notified about the status of my entry?

You will be contacted by PR News staff regarding the status of your entry only if you are named a finalist in the awards program. Finalists are notified 30-60 days in advance of the Platinum PR Awards ceremony. The winners will be announced at the awards luncheon in New York City.

Must we include our campaign budget?

It's not a requirement, but it helps the judges to better compare your campaign against other entries. Include at least a reasonable budget range. The judges always take into account the campaign budget relative to the goals and outcome. All information is confidential and will not be published.

Enter Online: www.prnewsonline.com/platinum

Prove your Weight in Platinum

CALL FOR ENTRIES

Deadline: May 7, 2010

Presented by

PRNews

www.prnewsonline.com

PRNews
**Platinum
PR
Awards
2010**

Enter Online at www.prnewsonline.com/platinum

Platinum PR Awards

