



Entry Deadline: **February 20, 2015**
 Late Deadline: **February 27, 2015**
 Enter Online: prnewsonline.com/agency-elite2015

Categories

Enter as many categories as you like, but please tailor your entry to the category you are entering.

- | | | | |
|---|--|--|--|
| <input type="radio"/> Advocacy | <input type="radio"/> Issues Management | <input type="radio"/> Public Affairs | <input type="radio"/> Proprietary Software/
Client Solutions |
| <input type="radio"/> Branding | <input type="radio"/> Labor Relations | <input type="radio"/> Product Launch | <input type="radio"/> Promotion of Firm
(marketing, advertising,
PR) |
| <input type="radio"/> Business to Business | <input type="radio"/> Marketing Communications | <input type="radio"/> Publicity | <input type="radio"/> Internal Communications |
| <input type="radio"/> Cause/CSR | <input type="radio"/> Marketing to Youth | <input type="radio"/> Reputation Management | <input type="radio"/> Web site |
| <input type="radio"/> Community Relations | <input type="radio"/> Marketing to Women | <input type="radio"/> Search Engine Optimization/
Marketing | <input type="radio"/> Community Relations/
Volunteer Programs |
| <input type="radio"/> Consumer Marketing | <input type="radio"/> Marketing to Latinos | <input type="radio"/> Word of Mouth/Viral | <input type="radio"/> Agency People "Awe"
Award |
| <input type="radio"/> Content Marketing | <input type="radio"/> Measurement/Evaluation | <input type="radio"/> Writing/Editing | |
| <input type="radio"/> Crisis Management | <input type="radio"/> Media Relations | <input type="radio"/> Best Training/Education
Program | |
| <input type="radio"/> Digital/Social Media | <input type="radio"/> Media Training | <input type="radio"/> Diversity Initiatives | |
| <input type="radio"/> Financial Communications | <input type="radio"/> Multicultural Marketing | | |
| <input type="radio"/> Integrated Communications | <input type="radio"/> Nonprofit/Association | | |

How To Enter:

Mary Lou French
 PR News' Agency Elite Awards
 Access Intelligence
 4 Choke Cherry Rd, 2nd Fl
 Rockville, MD 20850

Entry Form (All Information Required)

Name of Campaign, Corporation: _____
 Name/Job Title: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____
 Fax: _____
 E-Mail Address: _____

Deadline:

February 20, 2015

Late Deadline:

February 27, 2015

Event:

Fall 2015

Compiling Your Entry (visit www.prnewsonline.com/agency-elite2015 for full details)

What to Send

Within your 2-page synopsis, please describe your campaign or PR initiative including the following:

- Objectives • Research • Strategy • Execution • Evaluation of Success/Results/ROI • Budget (optional)

Supporting Materials

Supporting materials should show evidence of the success of your work. It can be any of the following: CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Testimonials. For all mailed entries, please provide three (3) copies of all materials including your synopsis.

In your two-page synopsis for your PR Agency Elite entry, include the following, using these sub-headings:

- Campaign summaries: A summary of successfully executed PR campaigns within the past year, clearly detailing campaign objectives, strategy/tactics and measures of success
- Unique best practices applied to all agency work on behalf of clients
- Client testimonials

Agency People "Awe" Awards

If you are entering someone in the Agency People "Awe" awards, please write a one- to two-page synopsis explaining how this person has raised the bar on creativity, strategy and execution for his or her agency, or how this person has gone above and beyond for their agency or for clients. Agency professionals of all titles can apply. Multiple winners will be selected.

- Internal or Promotional Categories:
- Best Training/Education Program
- Diversity Initiatives
- Proprietary Software/Client Solutions
- Promotion of Firm (marketing, advertising, PR)
- Internal Communications
- Web site
- Community Relations/Volunteer Programs

In your two-page synopsis for the PR Agency Internal and Promotional categories, include the following, using these sub-headings:

- | | |
|----------------------|--------------------------------------|
| • Program objectives | • Execution |
| • Program strategy | • Evaluation of success |
| • Research | • Budget (will be kept confidential) |

Questions? Contact Mary-Lou French at 301-354-1851; mfrench@accessintel.com.

Sponsorship Opportunities: VP & Publisher, Diane Schwartz at dschwartz@accessintel.com.



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Entry Fees

- Primary entry: \$425 each
Secondary entry of same campaign** into one or more categories: \$275 each
Late entry fee: \$275 per entry (for entries sent between Feb. 21, 2015 and Feb. 27, 2015)
Total \$

The late entry fee must be applied to each individual entry postmarked after Feb. 20, 2015.
* Payment in full must accompany the entry.
** If entering more than one category, please submit separate entry forms.

Payment Options

- Check (payable to Access Intelligence/PR News) Money Order
Mastercard Visa Discover American Express

Credit Card #
Exp.
Print name of card holder
Signature

Entry fees are not refundable.
Access Intelligence Federal Tax ID#: 52-2270063

Visit www.prnewsonline.com/agency-elite2015 for more information