



Entry Deadline: **March 4, 2016**  
 Late Deadline: **March 11, 2016**  
 Enter Online: [prnewsonline.com/Agency-Elite-Awards](http://prnewsonline.com/Agency-Elite-Awards)

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

## How To Enter:

Mary Lou French  
 PR News' Agency Elite Awards  
 Access Intelligence  
 9211 Corporate Blvd., 4th Fl.  
 Rockville, MD 20850

### Entry Form (All Information Required)

Name of Campaign, Organization: \_\_\_\_\_  
 Name/Job Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_

**Deadline:**  
 March 4, 2016  
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**Event:**  
 Fall 2016

## Compiling Your Entry (visit [www.prnewsonline.com/agency-elite-awards](http://www.prnewsonline.com/agency-elite-awards) for full details)

### What to Send

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
- Budget (will be kept confidential)

### Internal/Promotional Categories:

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) |

### Agency "Awe" Professional Award

If you are entering someone in the Agency Professional "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.

### Agency Team of the Year:

Share with us what makes your agency team shine. In your one- to two-page synopsis, please provide five examples of outstanding initiatives that moved the needle for your agency, both internally and externally with clients.

### 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.

**Questions?** Contact Mary-Lou French at 301-354-1851; [mfrench@accessintel.com](mailto:mfrench@accessintel.com).

**Sponsorship Opportunities:** Account Executive, Lindsay Silverberg at [lsilverberg@accessintel.com](mailto:lsilverberg@accessintel.com)



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### Entry Fees

- Primary entry: \$399 each \$399 each \$ \_\_\_\_\_
- Secondary entry of same campaign\*\* into one or more categories: \$275 each \$275 each \$ \_\_\_\_\_
- Late entry fee: \$275 per entry \$275 each \$ \_\_\_\_\_  
(for entries sent between March 5 - March 11)
- Total \$ \_\_\_\_\_**

The late entry fee must be applied to each individual entry postmarked after March 4, 2016.  
\* 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 [prnewsonline.com/Agency-Elite-Awards](http://prnewsonline.com/Agency-Elite-Awards) for more information**