

PR News' Agency Elite Awards Entry Form Questions

General:

Entrant Full Name:

Entrant Email Address:

Entrant Job Title:

Entrant Organization:

Entrant Organization Type:

Entrant Organization Address:

Entrant Work Phone:

Client Campaign Category Questions:

1. Campaign Name
2. Upload an image that will be used to represent the campaign
3. Campaign Summary – A summary of successfully executed PR campaigns between January 1, 2017 and March 3, 2018, clearly detailing campaign objectives, strategy tactics and measures of success (350 words)
4. Unique Best Practices (350 words)
5. Client Testimonials – Insert any testimonials written by a client on behalf of the agency. Testimonials may also be attached in the Supporting Materials section. (350 words)
6. Budget (this information is confidential)
7. Team Member information

Internal and Promotional Category Questions:

1. Agency Name
2. Campaign name
3. Upload an image that will be used to represent the campaign
4. Program Objectives (300 words)
5. Program Strategy (300 words)
6. Research (350 words)
7. Evaluation of Success (300 words)
8. Execution (300 words)
9. Budget (this information is confidential)

Awe Professional of the Year

1. Summary of Achievements – Explain 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 clients (400 words)
2. Upload a headshot of the nominee

Team of the Year

1. Team name
2. Team member information
3. Examples of Team Initiatives – Provide five examples of outstanding initiatives that moved the needle for your agency, both internally and externally with clients (300 words)
4. Upload a team photo