

The PRCA DARE Awards strive to seek out and reward the very best PR and communications professionals across the UK, decided by a panel of highly respected industry experts across eight regions. The awards uncover impeccable talent and celebrate PR professionals far and wide, and are your chance to display and celebrate your successes over the last year, being recognised by the world's largest PR and communications professional body.

- **Promote the industry** – We're a not-for-profit, so all the profits from our awards are invested back into our industry to help teams and individuals maximise the value they deliver to clients and organisations.
- **Encourage your team** – After the turmoil of 2020, these awards are a great platform to shine the limelight on your team's fantastic work and reward every member.
- **Expand your network** – Win new business and open opportunities for new clientele by rubbing shoulders with award-winning businesses.

ENTRY GUIDELINES

The PRCA DARE Awards are open to all parties involved in the use of PR for communications purposes, including; PR consultancies, in-house communications teams, digital agencies, marketing teams and media owners.

You will have the choice to enter into one of the eight following regions and nations:

- South East
- South West
- Cymru
- Midlands
- North East
- North West
- Scotland
- Northern Ireland

Do ensure you have sought permission for the right to use the intellectual property of the brand or client entered.

Organisations can submit multiple entries into all categories. Companies or individuals can submit entries on behalf of themselves or others.

If the judges feel that an entry was particularly outstanding, but point difference hasn't allowed the win, they can award the entry Highly Commended. This will be announced on the evening.

KEY DATES AND PRICING

Early Bird Deadline	3rd March 2021
Final Deadline	1st April 2021
Finalists Announced	22nd April 2021
Awards Ceremony	May – June 2021
Grand Prix	12th October 2021
Early Bird Entry <i>Member</i>	£125+VAT
Early Bird Entry <i>Non Member</i>	£175+VAT
Final Entry <i>Member</i>	£150+VAT
Final Entry <i>Non Member</i>	£200+VAT
Outstanding Contribution Award during Covid-19	FREE TO ENTER

ELIGIBILITY AND CONFIDENTIALITY

All entries that are made into the Campaign Award Categories must have been **started or completed by 31st March 2020 to 31st March 2021 (the closing date)**.

Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Please be aware that campaign category entries do not have to relate to a specific campaign or project but can be a component of on-going work or a combination of activities.

Judges will assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.

YOUR ENTRY

The PRCA DARE Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. Your written entry must be no more than 1,000 words, size 10 font and a maximum of 2 sides of A4. However, we would advise that you follow the [judging criteria on page 3](#).

Mandatory:

- The company logo must be uploaded alongside your entry. Images can also be included in the body of your entry to support your case.
- The campaign budget must be stated. When PR is part of an integrated campaign, please state the PR budget. The approximate campaign budget must be clear.
- If the campaign is integrated, when demonstrating results please state the PRs involvement and outline the activity of the other marketing disciplines.
- Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Supporting Materials (Optional):

Supporting documentation such as press cuttings and video/URL links are optional – all relevant information should be included in your main entry. If choosing to include a video, it must not run for longer than 4 minutes and be uploaded to our entry website alongside your entry. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

JUDGING CRITERIA

Judges will mark your entry on the following criteria:

CAMPAIGN CATEGORIES

Strategy and research, execution, creativity, originality, effectiveness and results.

**The campaign budget must be stated. All entrants must include any agencies or teams involved in the campaign.*

INDIVIDUAL CATEGORIES

Leadership, initiative, performance and contribution, and colleague/client references.

TEAM CATEGORIES

- Clients: retention, growth, and performance.
- People: commitment to development and diversity, innovative practices and employee engagement.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

TEAM CULTURE AND COMMUNITY AWARD

- Leadership: how are the organisation pushing culture/community forward as the gold standard for the industry, and empowering their entire team to do the same.
- Initiative(s): what have they done to push community, equality, diversity, mental health amongst staff, etc.
- Impact: How have the above impacted their workplace culture and community (internal and external), as well as staff/client/colleague/client/community/charitable partner references.

Contact Details:

For Awards information please contact: dareawards@prca.org.uk or call 020 723 36026.

For sponsorship information contact Steve Miller at Steve.Miller@prca.org.uk

TIPS AND TRICKS TO WIN

1. FOLLOW THE GUIDELINES

Read the entry guide and read it again! The judges will stick closely to the criteria set out in the guide and so please read it carefully to give you the best start in the judging process, this does include the word count!

2. RESULTS

Results and effectiveness from a whole segment of the marking criteria, meaning if you do not show the judges clear measurement and evaluation, you could be missing a chance of winning!

3. CHOOSE WISELY

The variety, depth, and breadth of the PR industry alongside the large range of award categories to choose from means there will always be a slight overlap. Choose the category wisely to ensure you're entering the best possible choice for you.

4. BE HONEST

Whether it's campaign costs, over-inflated measurements and results, or any other use of false information, the judges will be able to notice immediately! Don't waste the opportunity to have a winning entry by providing the judges with an unrealistic submission.



5. PLAN, PLAN, PLAN

Think how many other entries you may be up against and know that a last-minute entry may not be the best path to a win. A good entry that has sufficient time, thought, and energy put in will stand out from the other submissions.

6. TRY NOT TO ASSUME

Despite the judges being industry experts in their sector, they may not have in depth knowledge of your entry. This being said, aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

7. STAND OUT AND BE CREATIVE

Give the judges something interactive to look at and engage with to help them better understand your entry. Whether that's through the use of language, image or video, bring your entry to life by using different mediums.



CAMPAIGN AWARDS CATEGORIES

B2B AWARD

This award recognises work focused on services or brands targeted at the business or not-for-profit markets and relates to work that involves the promotion of products and services from one business to another.

CHARITY/NOT FOR PROFIT AWARD

This award recognises exceptional PR campaigns delivered by or on behalf of charities or social enterprises.

CONSUMER RELATIONS AWARD

This award recognises work that involves the promotion of products or services to consumers, delivered by the private, public or charitable sectors.

COVID-19 EMPLOYEE ENGAGEMENT AWARD

This award recognises an outstanding internal communications campaign that has successfully engaged staff, changed culture or behaviour or improved staff motivation and retention and achieved excellent results during dealing with the COVID-19 global pandemic.

BEST USE OF DATA AND ANALYTICS AWARD

This category is aimed at establishing the best campaign or programme using reporting and measurement. You should detail how the reporting or measurement programme was innovative, how it was conceived, and the benefits gained. This could be a one-off campaign or for an ongoing programme. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

DIGITAL AND SOCIAL MEDIA AWARD

This award recognises campaigns that include a large element of digital and social media work, whether on their own or as part of an integrated programme of PR and targeted marketing activity.

INTEGRATED CAMPAIGN OF THE YEAR

This award recognises work that uses integrated communications, led by public relations, in order to achieve excellent results.

DIVERSITY AND INCLUSION AWARD

This award is open to PR agencies or in-house PR teams. The award will recognise campaigns championing diversity, inclusivity and change within the industry. This could be any internal or external campaign. The winning entry will show clear evidence of the positive impact that the work is having on diversity within the wider industry.

EVENT/ LAUNCH OF THE YEAR

Entries in this category should demonstrate how PR has been effectively used to launch a new product or service, built an audience for an event or developed a relationship with the public to secure the reputation of the event, product or service.

LOW BUDGET CAMPAIGN AWARD

This award recognises campaign on a budget of less than £10k that has been delivered to achieve excellent results.

MEDIA RELATIONS AWARD

This award recognises campaigns that use targeted media relations to achieve excellent results.

PUBLIC SECTOR AWARD

This award recognises work by or on behalf of central government, local authorities, NHS trusts, fire authorities, police forces, executive agencies, non-departmental bodies.

PURPOSE AWARD

Recognising societal need, impact made, employee engagement, CEO activism and links to the UN Sustainable Development Goals. The winning entry will need to show clear evidence of the campaign's ultimate impact, as well as demonstrating a strong link to business objectives. One-off campaigns with a strong rationale will still be considered.

WELSH LANGUAGE CAMPAIGN OF THE YEAR

This award recognises campaigns that have used the Welsh language and delivered excellent results.

INDIVIDUAL AWARDS CATEGORIES

PROFESSIONAL OF THE YEAR

This category is open to any individual, agency head, freelancer or independent consultant. The individual will have shown outstanding performance, made a significant contribution to the industry and to their organisations. Judges will look for an impressive client list, client retention, evidence of quality work and results, innovation and implementation of creative ideas.

RISING STAR OF THE YEAR

Open to NextGen* Individuals in both consultancies and in-house teams. The winner will be recognised for an outstanding performance within their organisation and to the wider PR industry. Nominations for this award can be made by the individual themselves, a colleague, or employer. Organisations can enter any number of entries.

**A NextGen individual is anyone under the age of 30 years old at the time of the final entry deadline on 31st March, 2021.*

OUTSTANDING CONTRIBUTION DURING COVID-19 (FREE TO ENTER)

This award will be presented to an individual who has gone above and beyond to make an outstanding contribution to the industry over the course of the global pandemic. The award aims to recognise those who have volunteered their knowledge and expertise to support colleagues in their efforts to adapt to the demands of the pandemic. The accolade also celebrates those who have overcome challenging circumstances, championed professional standards and delivered exceptional support to the public relations community in 2020.

TEAM AWARDS CATEGORIES

IN HOUSE TEAM OF THE YEAR

This category is open to any UK in-house private, not-for-profit or public sector PR and communications team. Judges will look for the role of PR and communications play in the wider organisation, effective use of resources, implementation of creative ideas and general contribution to the organisation's objectives. As with all team categories, judges will mark your entry against the following criteria: team performance, staff, financial, and innovation.

NEW CONSULTANCY OF THE YEAR

This category is open to any UK-based consultancy, whether multi-discipline or niche, founded up to 24 months prior to the entry deadline, 31st March, 2021. Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed). Judges will be looking for clear objectives and analysis of performance alongside budgets, growth, and retention within staff and client base. Financial performance and growth will be assessed, and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to encourage under-represented groups.

SMALL CONSULTANCY OF THE YEAR

This category is open to any consultancy up to 10 staff, whether multi-discipline or niche. Judges will look for evidence of financial performance, staff and client retention/acquisition, innovation and implementation of creative ideas.

Please cover:

- Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.
- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.

TEAM AWARDS CATEGORIES

MEDIUM CONSULTANCY OF THE YEAR

This category is open to any consultancy up to 11-25, whether multi-discipline or niche. Judges will look for evidence of financial performance, staff and client retention/acquisition, innovation and implementation of creative ideas.

Please cover:

- Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.
- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.

LARGE CONSULTANCY OF THE YEAR

This category is open to any consultancy with 26 staff or over, whether multi-discipline or niche. Judges will look for evidence of financial performance, staff and client retention/acquisition, innovation and implementation of creative ideas.

Please cover:

- Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.
- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.

TEAM AWARDS CATEGORIES

TEAM CULTURE AND COMMUNITY AWARD (OPEN TO AGENCIES AND IN-HOUSE TEAMS ALIKE)

The last few years have seen intense focus placed on the meaning of institutions, what they do, and their place in their communities.

Businesses aren't just money-making enterprises, they're places people come together, pool resources and – hopefully – make a difference in the world. Institutions have come to terms with a growing need for discussion around mental health, around inclusiveness, around the gender pay gap and a number of social issues. This has come into sharp focus in the last 12 months, but it's not going away.

The positive stories from recent years that most impacted us were all focused on community, societal change and inclusion – Captain Tom, #metoo, Marcus Rashford's appeals to feed schoolkids, blacklivesmatter, Dolly Parton championing child literacy, Nike committing hundreds of millions to racial equality charities. Individuals and businesses being forces for positive change. Businesses – our clients – are doing this too.

A Culture and Community Award highlights the agencies and in-house teams who are going beyond serving their clients and customers. They're serving their people and the societies they're part of and trying to make a difference.

You can find the judging criteria for this award on [page 3](#).