



GOLDEN WORLD AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS

2007 Competition | Call for Entries



INTERNATIONAL PUBLIC RELATIONS ASSOCIATION





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2007 Competition | Call for Entries

The 2007 IPRA Golden World Awards for Excellence offer world-wide recognition and acclaim to world-class public relations programmes. The 2007 competition, conducted by the International Public Relations Association, is open to local, regional, national or international public relations programmes carried out or completed in 2006/2007.

ELIGIBILITY

Companies, associations, private institutions, NGOs and government bodies anywhere in the world are eligible to submit entries for the Golden World Awards.

Public relations firms and consultancies may enter on behalf of clients and share honours with them. Participants may submit as many individual entries as they wish.

IPRA welcomes the submission of programmes previously entered in other awards competitions. The Golden World Awards contest offers broad international recognition to campaigns honoured separately at a national level.

SCOPE

The Golden World Awards competition, now in its 16th year, accepts programmes in a wide variety of professional categories as detailed on pages 5-6. Campaigns may be local, regional, national or international in scope.

RECOGNITION

Golden World Awards for Excellence will be presented to the winners during an International Gala on 6 November 2007 in London.

JUDGING AND AWARDS

Entries submitted to the Golden World Awards competition will be judged by an international panel of senior practitioners. In considering entries, the judges may grant one, several or no awards in each category.

The IPRA Grand Prix for Excellence will be chosen by a judging panel and awarded to an entry judged to have demonstrated the highest professional standards.

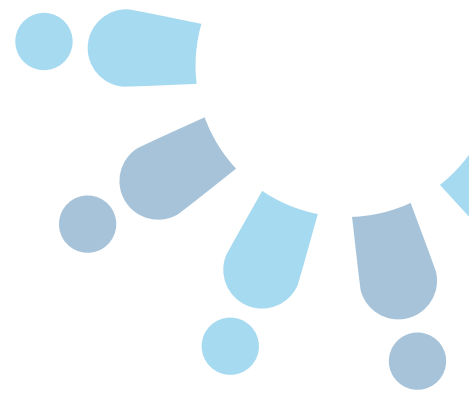
UNITED NATIONS AWARD

IPRA cooperates with the United Nations to encourage public relations campaigns with a social purpose.

Each year, in addition to the awards granted in the various professional categories, the UN designates and honours the programme entry deemed to address most expertly those issues of concern to the United Nations.

CREATIVITY AWARD

An award is presented annually to an entry that demonstrates outstanding creativity in public relations.



CRITERIA

Each entry will be judged on the basis of its competence in five areas:

STATEMENT OF PROBLEM/OPPORTUNITY:

- a. Nature of the organisation for which the programme was conducted.
- b. Specific problem or opportunity addressed by the programme.
- c. Geographical area in which the programme was conducted.
- d. Criteria by which the success of the campaign is to be evaluated.

RESEARCH

Field or library research to define the problem or opportunity and to determine approaches likely to achieve the programme's objectives.

PLANNING

- a. Detailed statement of the programme's communications objectives
- b. Identification of measurable criteria to determine the success of the campaign.
- c. Identification of target audiences to be reached and actions desired of them.
- d. Formulation of PR (not marketing or advertising) messages to be communicated to the target audiences.
- e. Selection of communication tactics (internal and/or external) to be used.
- f. Action taken to consult with management and secure its support for the campaign.

EXECUTION

- a. Description of the implementation of the communications plan.
- b. Description of any difficulties encountered and adjustments made to the plan during its implementation.

EVALUATION

Identification, analysis and quantification of results. The judges will look for tangible results which demonstrate the achievement of the programme's measurable objectives. Please note that IPRA does not endorse "advertising value equivalency" or "opportunity to see" as quantifiable measurement tools, please do not include these in your evaluation section.

RULES

In addition to the basic criteria by which the programmes are judged, a number of rules are to be followed in submitting an entry for consideration:

A. ENTRY SUMMARY

In the preliminary stage of judging the jury will only consider the programme summaries submitted so great care must be taken in the preparation. Its length is limited to twelve hundred words (1200). It must be entirely in English.

Entries (in digital format) may be submitted to the IPRA secretariat by e-mail (info@ipra.org) or by mail on disc or CD.

The summary must start with an opening 100-word statement describing why the programme should be deemed worthy of an award. Under separate headlines, this should then address each of the five criteria as identified above:

- Statement of Problem/Opportunity
- Research
- Execution
- Planning
- Evaluation

B. ENTRY FORM

Each entry summary must be accompanied by a completed entry form.

C. SUPPORTING MATERIALS

If your entry is selected for the second round of judging you will be notified early June 2006 and asked to supply supporting materials in an entry binder. Details of the requirements will be sent at this time.

D. ENTRY FEES

IPRA members: £190.00 (\$380) including taxes

Non-members: £240.00 (\$480) including taxes

- Payment (in UK Pounds or US Dollars) will be accepted by credit card, bank draft or cheque. Please see the instructions on the entry form.
- Multiple entries from the same organisation may be paid in a single transaction. Please see the entry form.

F. ENTRY SUBMISSION DEADLINE

All entries must be received by IPRA on or before 2 May 2007

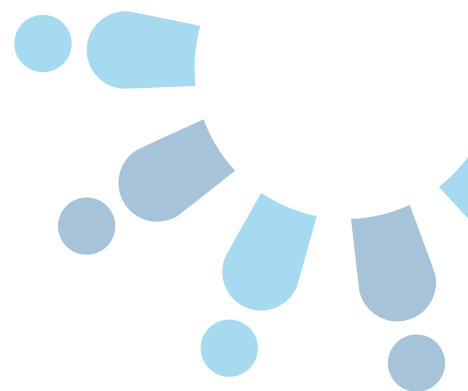
- Any entry received after that date will be considered ineligible for the 2007 competition and will not be judged.
- IPRA will acknowledge receipt of each entry by e-mail.
- Entrants going forward to the finals will be contacted in early June.

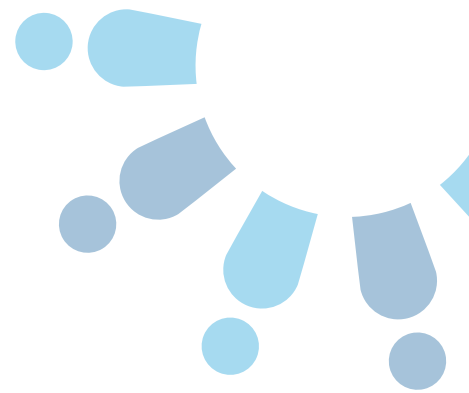
G. AWARDS

- The Jury's final choice in each category will be announced after the judging but the overall winner(s) will not be revealed until the Gala event.
- A custom-designed GWA trophy will be presented to all award winners at the Gala event.
- All entrants will receive a distinctive Certificate of Recognition for their participation in the Golden World Awards 2007 competition.
- Award winners may purchase additional trophies and winner certificates directly from the IPRA Secretariat.

FOR FURTHER INFORMATION CONTACT:

IPRA Secretariat
1, Dunley Hill Court,
Ranmore Common,
Dorking, Surrey RH5 6SX
United Kingdom
Tel: +44 (0) 1483 280 130
Fax: +44 (0)1483 280 131
E-mail: info@ipra.org





CATEGORIES

1. International PR campaign

For a coordinated public relations campaign spanning five or more countries, for any kind of company or organisation.

2. NGO campaign

For an effective public relations campaign by a charity or non-governmental organisation targeting a specific issue. This award is free to enter for charities and NGOs.

3. Hill & Knowlton award for corporate social responsibility

For excellence and leadership in CSR.



4. PR Newswire award for crisis management

Example of excellent communications management during a crisis.



5. Media relations

For effective traditional media relations in a PR campaign.

6. Corporate communications

For excellence in enhancing a company's overall reputation through corporate communications.

7. Launch of a new product or service

For well-planned PR activities around the launch of a product or service.

8. Consumer PR

For imaginative PR activities around a consumer product or service.

9. e-PR

For a PR campaign that harnesses next-generation online technologies such as blogging and other social media.

10. Online press office

For an innovative and media-friendly online press office.

11. PR on a shoestring

For an imaginative PR campaign done on a small budget.

12. Internal communications

For a creative internal communications campaign that engaged and informed personnel.

13. Public affairs

A well-planned and orchestrated public affairs (lobbying) campaign that clearly influenced or changed public policy.

14. Public sector

For an effective public sector (local authorities, councils, government departments or government authorities) campaign that used public relations tactics to raise knowledge or awareness of an issue or change behaviour.



CATEGORIES

15. Financial services

Use of public relations for a financial product or service.

16. Investor relations

For excellence in investor relations.

17. Healthcare

For an outstanding public relations campaign in the pharmaceuticals or healthcare industry.

18. Event management

For the planning and delivery of a successful event with a public relations dimension.

19. Technology

For the effective use of public relations in the technology sector, including business-to-business and consumer campaigns.

20. Travel & tourism

For the successful use of public relations in the transport, travel, hotel or tourism industries.

21. Sponsorship

For an innovative public relations campaign that promoted or created awareness of sponsorship of an event or activity.

22. Publications

For PR publications such as newsletters or magazines that showed excellence and imagination in communicating with stakeholders. This can be in a print or electronic format.

23. Rolls-Royce award for the environment

A public relations campaign on an environmental issue with substantial results on society.



Rolls-Royce

24. Business-to-business

For an excellent business-to-business PR campaign.

25. Global communicator 2007

A public relations practitioner from anywhere in the world who has shown excellence in communications and leadership in the industry. IPRA members will vote online for the winner, which will be announced at the awards ceremony. Please contact IPRA for a separate application form.

ENTRY FORM (CLOSING DATE: 2 MAY 2007)

A separate form must be used for each entry.
This form may be photocopied.

All information must be typed or printed in block letters.
The names of both organisations will be recognised in all public statements about the awards.

Entry Title: _____

This public relations campaign was conducted for:

Company / Organisation Name: _____
City: _____
Country: _____

The public relations firm engaged for this programme was:

Company Name: _____
City: _____
Country: _____

Entry Category number ____ (See reverse of entry form)

The person submitting this entry and the contact point for any future questions and correspondence with IPRA is:

Name: _____
Title: _____
Organisation: _____
Mailing Address: _____
City/State: _____
Country: _____
Post code: _____

Please include country and city area codes

Phone: _____
Fax: _____
E-mail: _____

I have read the rules and accept them.

Signature: _____
Date: _____

ENTRY FEES

Payment for this entry – please mark correct boxes:

- IPRA member rate £190 (\$380), The IPRA current member in this office is: _____
- Non member rate £240 (\$480)

All prices are inclusive of all taxes

- A cheque or bank draft, made payable to IPRA is enclosed in the envelope attached to the inside front cover of the entry binder.

- Bank transfer to HSBC
56 High Street, Esher, KT10 9RD UK
Bank Sorting Code 40 20 26
IPRA Sterling Account No: 71308157
IBAN GB13 MIDL 402026 71308157
US \$ Bank Sorting Code 40 05 15
Account No: 39929968
IBAN: GB79 MIDL 400515 39929968

NOTE: For multiple entries covered by one payment, please indicate the total amount of the payment enclosed or total charge card authorisation

Please charge my credit card as follows:

- American Express Visa Euro/Mastercard

Card number: _____
Security Code: _____
Expiry date: _____
Name of card holder: _____
Signature: _____
Card billing address, if different from entrant's address:

Please send entry or enquiries to:

IPRA Secretariat
1, Dunley Hill Court
Ranmore Common
Dorking RH5 6SX
United Kingdom
Tel: +44 (0)1483 280 130
Fax: +44 (0)1483 280 131
E-mail: info@ipra.org