



ZAMBIA PUBLIC RELATIONS ASSOCIATION

2019 COMMUNICATIONS AND PUBLIC RELATIONS AWARDS GUIDELINES

Introduction

The Zambia Public Relations Association (ZAPRA) has started receiving awards for the 2019 **Annual Communication and Public Relations (PR) Awards** in Zambia.

Awards Objectives

The Objectives of the Annual Communication and Public Relations (PR) Awards are to:

1. Recognise and honor the outstanding contributions to the Communication and Public Relations profession in the country.
2. Encourage result-based work among Zambian PR professionals.
3. Recognise and inspire upcoming Professionals.
4. Honor leadership, service, knowledge and practice in PR.

Who can enter for the Awards?

1. Business enterprises
2. Associations
3. Private institutions/Corporate Bodies
4. Government bodies
5. PR Firms
6. Organisational/In-house PR departments
7. Students pursuing Public Relations or related courses
8. Individual/independent practitioners.

How to enter for the awards

Organisations or individuals may submit entries, by filling in the form provided on behalf of themselves or provided there is evidence showing authorisation to enter the awards by the third party involved.

Participants may submit and enter for more than one category as advertised.

ENTRY REQUIREMENTS

1. The entries should cover the **period between 1st January 2019 to 31st December 2019**
2. The programme entered should have made a difference at national, regional and district levels or in the community in which the programme was undertaken.

Award Categories:

1. *Best Public Relations Campaign*
2. *Best Corporate Social Responsibility (CSR) Programme*
3. *Best Social Media Campaign*
4. *Public Relations Practitioner of the Year*
5. *Emerging Public Relations Practitioner of the Year*
6. *Best Public Relations Student of the Year*
7. *Best Event Management Award*
8. *Best Crisis management Campaign*
9. *Best Public Relations Firm of the Year*
10. *Best Publication*
11. *Best Website*
12. *President's Award*

Details about each of these categories are as provided:

MAIN COMMUNICATIONS AND PR AWARDS

1. Best Public Relations Campaign

This is the main category of the awards and is open to participants who can demonstrate how best they utilised the media and other means of communication with the various publics to emphasise the organisation's presence and its objectives. Judges will be looking for evidence of how the media campaign/approach met the objectives of the organisation. Participants should show how communication or PR played a pivotal role in the achievement of the organisation's objectives.

2. Best Corporate Social Responsibility Programme

Participants should showcase projects designed around a corporate social responsibility policy on community involvement, social, ethical and reputation issues. The judges will look for a strategic approach to the development of activity, evidence of success in building corporate reputation, enhancing company positioning or achieving other Organisational goals.

Tangible benefits derived by the community in the programme or the change brought about in the community should be demonstrated. While the amount spent on the CSR programme is important and may be stated, the projects will be evaluated more on the problem identified, means of addressing that problem and the results achieved.

3. Best Social Media Campaign

Judges will be looking for an organisation that demonstrates how it has used social media to effectively communicate with its publics. Extent of reach out and interaction should be demonstrated.

4. Public Relations Practitioner of the Year

This category is open to individuals who distinguished themselves in terms of contribution to the Communications and Public Relations sector in Zambia through undertaking specific and verifiable activities during the period under review. It should be emphasised that PR is a wide field and individuals should clearly demonstrate how they utilised a PR campaign indicating criteria used to achieve desired objectives and how they were measured for success.

Individuals can nominate themselves for this Award after which, the nominees shall be subjected to a vote from the ZAPRA general membership before submissions close.

5. Emerging Public Relations Practitioner

This is targeted at upcoming Communications professionals or PR practitioners practicing for a minimum of 1 year and maximum of 3years.Individuals can nominate themselves for this Award after which, nominees shall be subjected to a vote from the ZAPRA general membership before submissions close.

6. Best Student

Targeted at final year field of Communication and PR students who should share their research report to support their achievement. Institutional nominations shall be subjected to adjudication for the sole winner to be determined.

7. Best Event Management

This should show the elements in the event, planning process and evidence of success versus objectives earlier set as a measure of the impact desired on the target audience.

8. Best Crisis Management

The submission should show a crisis management plan used signed by the CEO of the institution and a report or evidence of traceable results or report of crisis resolution.

9. Best Communication/Public Relations Firm

Targeted at Communication and PR agencies or consultancies that have helped promote communication and PR as strategic management functions. A summary of projects undertaken should be provided including the effect of such contracts on organisations serviced.

10. Best Publication

This category targets printed, or online materials produced regularly by, or on behalf of, an organization and show excellence and imagination in communication with stake holders. This may include internal publications such as staff newsletters and

magazines as well as customer/consumer publications and brochures. For periodical publications (monthly, quarterly, etc) copies of all issues of the year or links to publishing sites should be included together with details of how and where the publication was circulated and circulation figures. Details on change effect on target audience resulting from such publications will provide a great advantage. Consecutive successful publication is a key measure.

11. Best Website

This award recognises outstanding Zambian websites that are produced by or on behalf of an organisation and show excellence and imagination in communication with stakeholders in electronic format. Judges will pay attention to the organisation of content, the prioritisation of information, frequency of updates, Easy navigation, number of visitors/engagement and look and feel.

HONORARY AWARDS

This category recognises individuals and organisations who have significantly contributed to advancing ZAPRA's objectives or the PR profession in Zambia. **These awards are not based on entries.**

(a) President's Award – Can be given to an Individual or organisation

To avoid conflict of interest, serving National Governing Council members are not eligible to receive this award during their term of office.

Nomination Criteria:

1. Achievements of the nominated
2. Impact assessment
3. Contribution to the PR and Communication industry growth

AWARD SUBMISSION RULES

1) Entry submission

- Judges will only consider the written entry format outlined, so great care must be taken in the preparation.
- Every entry must have a 100-word opening statement describing why the entry should be deemed worthy of an award.
- The entry submission font Arial 12-point size shall be admissible.

You **MUST** provide one soft copy Microsoft Word and PDF format of your entry on a Flash clearly labeled with your company name and entry category and one hard copy of the written entry and the completed entry form.

2) Supporting Materials

- (i) Press cuttings /Jpegs must be folded to size A4.

(ii) All entry material must be affixed and fit comfortably within a single A4 labelled binder.

Slide Show Images: Please include videos and images that in some way represent your entry. This shall not be used for the judging process but may be used in a slide show presentation at the Awards ceremony to educate the audience on the entries put forward.

3) Entry Submission Deadline

- All entries and non-refundable entry fees must be received by ZAPRA Secretariat on or before **Friday, 10th January 2020, by 16.00hrs.**
- Any entry received after that the due date will be considered ineligible for the competition and will not be considered.

4) Awards

- The judge's verdict in each category will be revealed at the Awards Gala event. A custom - designed ZAPRA award, trophy/plaque/money will be presented to respective winners.

Awards Presentation

The ZAPRA Annual Communication and Public Relations Awards will be presented during the Annual Awards Dinner Gala to be held on 28th February 2020.

Participation fees

SR NO.	AWARD	ENTRY FEES (ZMW)
MAIN COMMUNICATION AND Public Relations AWARDS		
2019		
1.	Best Public Relations Campaign	3,000
2.	Best Corporate Social Responsibility Programme	3,000
3.	Best Social Media Campaign	1,000
4.	Best Event Management	1,000
5.	Best Communication/Public Relations Firm	2,000
6.	Best Publication	1,000

8.	Communication/Public Relations Practitioner of the Year	500
9.	Emerging Communication/Public Relations Practitioner	250: ZAPRA members
10.	Best PR /Communications student	N/A
11.	Best Website	1,500
HONORARY AWARDS		
12.	President's Award	N/A

ENTRYFORM: 2019 ZAPRA AWARDS

Name of person submitting application _____

Organisation _____

Address _____

Phone _____ Mobile _____

Fax _____

E-mail _____

Category _____

Entry Title _____

Sector _____

Company Name for whom entry has been submitted (if any) _____

Project Partner (PR Firm) if any _____

I have read the rules and accept them.

Name/Signature:

Date: _____

Please send entry or enquiries to:

Zambia Public Relations Association
P.O. Box 51431 RW **LUSAKA**

Or submit them at:

Lusaka House 2nd floor, P.O. Box 51431 RW, Lusaka – Zambia

Or E - mail to:

zapra@zambiapra.org

For Further information, Call:

Elina- 0969606859 or 0971884838

Important note:

The judges' decision shall be final. By accepting to enter for these Awards, the nominee has accepted the rules and conditions of the Award without any reservations.