

Tips for entering PRISA PRISM Awards

Here are three tips to assist PR companies and practitioners preparing to submit entries for this year's PRISA PRISM Awards. The deadline is Friday, 30 January 2009, and no extensions can be granted this year, according to the organisers.

1. Tip 1: Read the entry requirements carefully and follow the instructions.

This information is available on the PRISA website, along with the entry form (www.prisa.co.za/prism.html). The PRISA Awards focus on excellence in public relations. A good campaign must include clear information on the following: a statement of the problem/opportunity, research, execution, planning and evaluation. Following the guidelines is essential, as incomplete entries will not be considered.

2. Tip 2: Be creative.

Don't be shy when submitting your entry into the PRISM Awards. Be creative in your approach. Ensure that the content focuses on the campaign's quality - and not quantity. Grab the judge's attention with your words. Visuals are a vital addition to entries - as long as they comply with the requirements.

3. Tip 3: Check your entry before submission.

Proofread your submission carefully and check your campaign content thoroughly for spelling errors and grammatical mistakes, as well as missing words, because the judges will pick up on such mistakes.

Following these basic tips can ensure that your entry into this year's PRISM Awards will make an impact on the judges. Remember the basics and you could be walking away with one of the top awards for the best campaign of 2009.

The PRISM Awards are open to all practitioners and consultancies - so whether you're a member of PRISA or not you still have a chance to win. Good luck with your entries.