

## Record number of PRISA PRISM entries

The PRISM Awards closed on a record number of entries from consultancies around the country on 9 February 2007. According to PRISA PRCC chairperson Bridget von Holdt, an extension was granted due to the number of the requests.

While there are a great number of entries from consultancies, there is an increase in the number of corporate participants this year.

The panel tasked with judging these awards are:

- our very own Louise Marsland – Bizcommunity.com
- Victor Nosi – The Sponsorship Company
- Victor Sibeko – Transnet
- Marilyn Watson – MultiChoice
- Peter van der Schyff – Pringle-Scott Communications
- Ronne Watson- Global Access

The winner of the gold award will receive:

- A trophy
- entry into the international IPRA (International Public Relations Association) Golden Awards
- acknowledgement on Bizcommunity
- publicity in *Financial Mail's AdReview*
- exposure in *Communica* magazine
- the Ivan O' Brien Award, and most of all
- recognition by the industry - truly the highest accolade!

The awards event will take place at The Westcliff Hotel on 28 March 2007 from 6pm.

Tickets are available at R375 per person for PRISA members (including VAT) and R445 per person for non-PRISA members. A special rate of R170 has been negotiated for full-time registered PR students.

For more information and to make a reservation for the awards evening, contact AnneMarie Coetzee at PRISA on tel +27 (0)11 326 1262 or email her at . More details on the awards are available at [www.prisa.co.za](http://www.prisa.co.za).

Sponsors of this year's PRISM Awards include: Monitoring SA, Toyota South Africa, Ad Talent, BHP Billiton, CIMA, Global Access, National Research Foundation, Red Bull, Sentech, Simeka TWS Communications, and The Westcliff.

For more, visit: <https://www.bizcommunity.com>