

Loerie tips workshop

In a bid to enhance the quality and quantity of submissions to the PR category of the Loeries, the Public Relations Institute of Southern Africa (PRISA) will host a 2-hour information session in Cape Town at Vega School of Brand Leadership today, Wednesday 23 April 2014 at 6pm.

The session will be presented by Andrew Human, CEO of the Loeries supported by PRISA Regional Chairman, Aloysius Gowne and deputy chairman, Merle O'Brien. To provide guests with a taste of the magic of winning a Loerie Award, renowned magician Larry Soffer will make one appear.



Innovative solutions

"Winning a Loerie is not easy. We look for innovative solutions where great ideas break through the conventional media clutter. The way work is presented for judging influences the success of entries and we would like to see the number of entries in the PR category grow this year," says Human.

Gowne adds, "The Loeries are a signature PR event on the industry's annual calendar and PRISA would like to encourage members to submit their work for judging. Awards such as these help to raise professional industry standards and enhance the continued professional development of our members."

Requirements for PR category

The workshop will provide an overview of the 2014 Loeries Programme, the requirements for the PR category and sub-categories, case studies of past winners, preparation guidelines, submission dates and judging process.

The cost of the session is free for media, R50 for PRISA Members and R100 for non-members. To attend, email Evidence Mashitoa at PRISA admin1@prisa.co.za or call +27 (0) 11 326 1262. Media members should CC Ayesha Daniels at creationilab@gmail.com. for more information on the Loeries, go to www.loeries.com.

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