

Deadline for PRISM entries this week

The deadline for entries to the 2012 [PRISM Awards](#) is this Friday, 20 January 2012. These awards, which has over 30 categories, offers PR consultancies, practitioners and PR divisions the opportunity to benchmark their work.



According to Bridget von Holdt, convenor of the awards, there is a growing emphasis on benchmarking in public relations, both locally and internationally.

"Benchmarking is an excellent way of measuring your campaigns and strategies, as it offers specific measures rather than general concepts. As benchmarks are constantly changing, it provides a basis for continuous improvement."

Von Holdt adds that, more importantly, benchmarking is also a way for the public relations profession to build and share the body of professional knowledge.

Growing stature of public relations

Internationally, the growing stature of public relations is supported by recent reports from PR News (USA) on a PRSA study which says that, "with faith in business and government institutions waning and the reputations of even the most venerable brands at risk, corporate communications has emerged as an essential skill set for C-level executives."

In the same PRSA/MWW Group study, released in December 2011, it also showed that 93% of business leaders of 204 companies polled believe public relations is just as important to their companies as other forms of communication, including advertising and marketing.

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