

Prism Awards boost winners' businesses

Winning a Prism Award is claimed to offer winning companies several advantages, as the organisers believe former winners can testify. These include confirming for the client that the PR company is on the right track, delivering real, measurable objectives; motivating staff to do their best and to be proud of what their best looks like; global benchmarking; growing business and gaining recognition for clients.



Prism Awards champion, Kevin Welman, encourages consultancies to submit their entries. "Public relations is essentially about reputation management and what better way is there to boost your reputation than winning a PRISM?"

The PRISM Awards 2014 will take place at The Maslow Hotel, Sandton, on Sunday 6 April 2014. Sponsors include Blue Apple, DM Events, Facebox, Innovative glass, Paper Packaging Place, Pear Factor, Sun International, The Maslow Hotel and Virtual Productions.

The deadline for entries has been extended to 14 February 2014. For more information, go to www.prism-awards.co.za or www.prisa.co.za.

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