



Entry toolkit

2024

The City and Financial Awards 2024 will be judged by some of the biggest names from the worlds of City leadership, communications, and journalism, meaning that winning one of these awards truly recognises phenomenal PR and communications work.

- **Promote the industry** – the PRCA City and Financial Awards 2024 will recognise the talent and impact of individuals, teams and campaigns from the best of the City PR and communications profession.
- **Encourage your team** – shine the limelight on your team's fantastic work and reward every member of your team that contributed.
- **Make your mark** – display and celebrate your success over the last year and be recognised by the world's largest PR association.
- **Expand your network** – win new business and open opportunities for new clientele by rubbing shoulders with award-winning businesses.

KEY DATES AND PRICING

Early Bird Deadline	17th January 2024
Final Deadline	24th January 2024
Finalists Announced	8th February 2024
Awards Ceremony	29th February 2024
Early Bird entry <i>Member</i>	£270+VAT
Early Bird entry <i>Non Member</i>	£320+VAT
Final entry <i>Member</i>	£310+VAT
Final entry <i>Non Member</i>	£360+VAT
Professional of the Year Award	
<i>Member £100 + VAT Non Member £125 + VAT</i>	
Rising Star of the Year Award	
<i>Free to enter for PRCA members</i>	
<i>Non Member £50 + VAT</i>	

ENTRY GUIDELINES

The PRCA City and Financial Awards are open to all parties involved in the use of PR and communications around the world, including PR consultancies, freelancers, and in-house communications departments.

Your written entry must be no more than 1,000 words, size 10 font and a maximum of four sides of A4.

Do ensure you have sought permission for the right to use the intellectual property of the brand or client entered.

Organisations can submit multiple entries into all categories. Companies or individuals can submit entries on behalf of themselves or others.

Organisations can enter the Awards as many times as they like per category, but can be shortlisted a maximum of 3 times per category.

Multiple entry discount: Submit two entries and receive your third entry free. (Not applicable to individual awards categories).

Email cfawards@prca.org.uk after submitting your entries to claim this offer.

YOUR ENTRY

The PRCA City and Financial Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. However, we would advise that you follow the judging criteria listed above the Campaign, Team, and Individual Awards titles in this toolkit.

Mandatory:

- The company logo must be uploaded alongside your entry, at a size of no larger than 2MB per image. Images can also be included in the body of your entry to support your case.
- The campaign budget must be stated. When PR is part of an integrated campaign, state the PR budget and the approximate campaign budget must be clear.
- If the campaign is integrated, when demonstrating results please state PR's involvement and outline the activity of the other marketing disciplines.
- Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Supporting Materials (Optional):

Supporting documentation such as press cuttings and video/URL links are optional – all relevant information should be included in your main entry. If choosing to include a video, it must not run for longer than 4 minutes and be hosted on either Vimeo or YouTube. Upload the final video link in a supporting materials document to send through with your entry. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

Contact Details:

For Awards information please contact:
awards@prca.org.uk or call the awards team on
0207 233 6026.

For Sponsorship information contact Steve Miller at **Steve.Miller@prca.org.uk**

ELIGIBILITY AND CONFIDENTIALITY

All entries that are made into the Campaign Award Categories must be focused on work carried out **between 17th January 2023 and 24th January 2024 (the closing date)**.

A substantial amount of the campaign work must have occurred during this time, but the campaign does not need to have been started or completed during the eligibility period.

Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Please be aware that campaign category entries do not have to relate to a specific campaign or project but can be a component of on-going work or a combination of activities.

Judges will assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.

AWARD MEASUREMENT

In our opinion, the award entries most likely to be shortlisted are those able to demonstrate evidence of campaign evaluation. If your team has a campaign that deserves professional recognition, but you don't have the data and analysis to do the story justice, then speak to our exclusive media intelligence sponsor, **CARMA**.

Exclusively available to PRCA members, CARMA offers a 10% discount for Campaign Evaluation Reports* – **fill out this form** and a member of the team will be in touch with you.

***Offer valid up until 6 weeks before the last award entry date.**

1. Follow the guidelines

■ Read the entry guide and read it again. The judges will stick closely to the criteria set out in the guide and so if you don't include something, you're already setting yourself behind the other entrants. This includes the word count and page count!

5. Try not to assume

■ Despite the judges being industry experts in their sector, they may not have in-depth knowledge of your entry. Aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

2. Choose wisely

■ The variety, depth, and breadth of the PR industry alongside the large range of award categories to choose from means there will always be a slight overlap. Choose the category wisely to ensure you're entering the best possible choice for you.

6. Stand out and be creative

■ Give the judges something interactive to look at and engage with to help them better understand your entry. Whether that's through the use of language, image or video, bring your entry to life by using different mediums.

3. Be honest

■ Whether it's campaign costs, over-inflated measurements and results, or any other use of false information, the judges will be able to notice immediately. Don't waste the opportunity to have a winning entry by providing the judges with an unrealistic submission.

7. Results

■ Remember that everyone has great results and so don't tell the judges – show them! Put your results in context and show the tangibility by always linking them back to your original aims. Simple facts and figures sometimes make more of a statement. Clear evaluation metrics can tell a story and support why your entry may have been so successful.

4. Plan, plan, plan

■ Think how many other entries you may be up against and know that a last-minute entry may not be the best path to a win. A good entry that has sufficient time, thought, and energy put in will stand out from the other submissions.

AWARD CATEGORIES

CAMPAIGN AWARDS

JUDGING CRITERIA

Entries in the Campaign Categories should demonstrate: Strategy and research, execution, creativity, originality, and evaluation.

Both consultancies and in-house teams, or a combination of the two, may enter these categories.

Best M&A or Communications in Support of a Transaction Award

This category is aimed at establishing the best campaign or programme run to support an M&A or in support of any transaction. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best IPO Campaign Award

This category is aimed at establishing the best campaign or programme run to support an IPO. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Banking Communications Campaign Award

This category is aimed at establishing the best campaign or programme run to support a banking product and/or company. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Insurance Communications Campaign Award

This category is aimed at establishing the best campaign or programme run to support an insurance product and/or company. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Strategic Communications or Corporate Brand Campaign Award

This category is aimed at establishing the best campaign or programme around strategic communications or corporate brand. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Fintech Campaign Award

This category is aimed at establishing the best campaign or programme run to support a Fintech product and/or company. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Social Media Campaign Award

This category is aimed at establishing the best social media campaign or programme in support of a city/financial activity. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Annual Report Award

This category is aimed at establishing the best annual report for an organisation. Details of the report, its contents, any innovations, the outcomes achieved and approximate budget, should be included in the submission.



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AWARD CATEGORIES

INDIVIDUAL AWARDS

JUDGING CRITERIA

In the Individual Categories, judges will mark your entry on the following criteria: Leadership, initiative, performance and contribution, and colleague/client references.

Endorsements from colleagues will be taken in to account. The nominee's CV should be included as part of the entry. Both consultancy and in-house professionals may enter these categories.

Rising Star of the Year Award

This category is aimed at identifying and celebrating the overall best professional of the year who is 30 or under. Entries should be sanctioned by the nominee's director or immediate line manager.

Professional of the Year Award

This prestigious category is aimed at identifying and celebrating the best city/financial PR professional of the year. Entries should be sanctioned by the nominee's director or immediate line manager.

TEAM AWARDS

JUDGING CRITERIA

Entries in the Team Categories will be marked on the following criteria: clients, staff and business practices, financial, and innovation.

- *Clients: retention, growth, and performance*
- *Staff and business practices: retention, approach, and diversity*
- *Financial: performance, growth, and acquisitions must be disclosed*
- *Innovation: investment in infrastructure, new client products, and/or new approach to staffing*

In-house Team of the Year Award

For the in-house communications team which has made an outstanding contribution towards achieving the objectives of their employer. Details of city-related projects, campaigns undertaken, and outcomes achieved should be included in the submission.

City Agency of the Year Award

This prestigious category is aimed at identifying and celebrating the overall top consultancy of the year. Factors which will be taken in to account in judging this award will include growth in fee income, and improvement to bottom line, and client and staff satisfaction and retention. Endorsements from clients and details of other awards won will be taken in to account.