



LAPRIGA AWARDS CRITERIA

CATEGORY	CRITERIA	PROCEDURE
Practitioner of the year	<ul style="list-style-type: none"> • Strong reckoning in at least three areas of public relations • Leader of an agency or team which wins the most awards in Lapriga during the year • Voted as best by peers 	<ol style="list-style-type: none"> 1. Voting by members of NIPR 2. Determination by the Lapriga Awards panel
Corporate Comms Pro	<ul style="list-style-type: none"> -Skill in aligning communication strategies with organisational purpose and values -Identifying and addressing communication problems effectively -Building and enhancing the organisational reputation 	Selection by panel from a pool
Most Influential PR professional	Person whose conduct reflects positively on public relations as a business and profession.	<ol style="list-style-type: none"> 1. Shortlisting by voting by members 2. Selection by panel
Outstanding Public Affairs Practitioner	<p>Skilled deployment of public relations to influence public policy and building support for his organisation's agenda</p> <p>Scope would include advocacy, content development, event creation, monitoring and issues management, strategy development, policy research and speaker engagement</p>	Nomination by NIPR members
Best brand in storytelling	Success in making the brand's story part of the national conversation	Nomination by NIPR members Direct response to call for entries by firm or its Agency
Best innovation in Public Relations	New approaches, technologies, and ways of delivering public relations	Nomination by NIPR members Direct response to call for entries by firm or its Agency

Digital and social media Agency of the Year	Effective deployment of digital and social media to influence, change and deliver on organisational outcomes	Same as above
Rising Public Relations Practitioner of the Year	Person who demonstrates high probability of future contribution in public relations roles	Same as above
Best in Crisis and Risk Communication	Effective deployment of public relations in managing a crisis and risk to organisational reputation, averting damage, and restoring reputation and credibility	As above
Excellence in Internal Communication & Employee Engagement	Use of Public Relations to build bridges and enhance collaboration among staff	As above
Excellence in Community Relations	Skill in making the organisation a valued Corporate Neighbour and citizen	As above
Best in Technology Public Relations	<ul style="list-style-type: none"> • Skill in communicating effectively across a range of platforms and technologies • Advocacy for technology using public relations 	As above
Distinguished PR Academia Award	Individual or institution that makes a noteworthy or exceptional contribution through publications or teaching; demonstrate commitment through Town & Gown activities; blending theory with practice to demonstrate industrial relevance of public relations.	Must be a registered member of no less than two years' standing.
Best in Hospitality PR	Most effective deployment of public relations in communicating with a hospitality business	As above
Best in Entertainment PR	Effective use of PR strategies and tactics in supporting an entertainment brand, activity, or person	As above
Best use of Research & Measurement	Deployment of research as a contribution to public relations strategy and execution in key areas of	Ditto

	<ul style="list-style-type: none"> • <i>Inputs</i> • <i>Outputs</i> • <i>Out-takes.</i> • <i>Outcomes</i> or results of communication in attitudinal or behavioural change. 	
Best in Political Communication	<ul style="list-style-type: none"> • Skill in engineering consent and influencing political choices on behalf of a principal. • Show evidence of application of reputation management, relationship management, persuasion, opposition, and environmental research. 	Ditto
Best in CSR	Demonstrably integrate social and environmental concerns with their business operations and interact with stakeholders through activities and projects.	Ditto
Best Supporter of PR	Firm or individual who has identified with public relations in their organisation or with PR causes and activities	Ditto
Agency of the Year	<ul style="list-style-type: none"> • Firm demonstrating the best use of public relations in the service of clients • The highest number of new account wins • The firm whose staff get the most nominations/awards at LaPRIGA 	As above
Evergreen Agency (Model agency of all time)	Agency whose conduct and reputation represent best practice in PR consulting <ul style="list-style-type: none"> • Number of top PR professionals groomed 	As above

	<ul style="list-style-type: none"> • Contributions to public relations causes 	
PR Journalist of the Year	Media person whose reports helped shape PR practice during the year	As above
Photo & Video journalist of the year	The person whose images and videos boosted the perception of public relations	As above