



## LAPRIGA 2024 SELECTION COMMITTEE CRITERIA

### CRITERIA

- a. Depth of campaign/activity
- b. Conformity with the ideals of Public Relations excellence
- c. Strategy and Tactics
- d. Innovation/Creativity
- e. Outcomes vis-a-vis goals/objectives
- f. Style of presentation
- g. Contribution to industry knowledge
- h. Client growth/retention (Agency of the Year)
- i. Class of clients and retainership by agencies (Agency of the Year)
- j. Work environment (Agency of the Year)
- k. Professional leadership and contribution (Individual Award)
- l. Breakthrough communication approaches
- m. Demonstration of integrity
- n. Exceptional communication campaigns
- o. Significant work that improves the practice
- p. Positive impact with significant contributions in a related sub-sector of the economy
- q. Outstanding efforts at enhancing the public relations profession

### ELIGIBILITY

- Entries by Lagos NIPR members, who are allowed to submit client's campaign or individual's work
- Entries open immediately after the webinar in the evening of Wednesday, 30<sup>th</sup> of October 2024 and close on Tuesday 13<sup>th</sup> of November 2024 at 8 pm.
- Selection Panel to sift the submissions and vote the top nominees, and ultimately the winner in each category
- Winner in each category will be expected to have paid National and Chapter dues up till 2024
- Nominees in each category will be announced on 27<sup>th</sup> November 2024

### CATEGORIES

1. AGENCY OF THE YEAR
2. BEST BRAND IN STORYTELLING
3. BEST IN CORPORATE SOCIAL RESPONSIBILITY
4. BEST IN CRISIS AND RISK COMMUNICATION
5. BEST IN ENTERTAINMENT PR
6. BEST IN POLITICAL COMMUNICATION
7. BEST IN PUBLIC RELATIONS EDUCATION (Note: For practicing PR professionals who train others in the industry)

8. BEST PUBLIC RELATIONS PROFESSIONAL IN EDUCATION (Note: Strictly for academics teaching Public Relations in tertiary institutions)
9. BEST IN TECHNOLOGY PUBLIC RELATIONS
10. BEST IN INNOVATION IN PUBLIC RELATIONS
11. BEST IN SUPPORTER OF PR
12. CORPORATE COMMUNICATION PROFESSIONAL OF THE YEAR
13. MOST INFLUENTIAL PR PROFESSIONAL
14. PUBLIC RELATIONS JOURNALIST OF THE YEAR
15. PUBLIC SCETOR PR CAMPAIGN OF THE YEAR
16. ENVIRONMENT AND SUSTAINABILITY PR AWARD
17. EXCELLENCE IN COMMUNITY RELATIONS
18. EXCELLENCE IN INTERNAL COMMUNICATION & EMPLOYEE ENGAGEMENT
19. MODEL AGENCY OF ALL TIME
20. RISING PUBLIC RELATIONS PRACTITIONER OF THE YEAR
21. PUBLIC RELATIONS PRACTITIONER OF THE YEAR
22. MOST DATA DRIVEN CAMPAIGN

### ENTRY SUMMARY TEMPLATE

**Note: Entry covers October 2023 to September 2024**

You can use the form below to prepare your Round 1 entry summary offline. Then copy and paste when you go online.

<b>Entry title</b> (50 characters):
<b>1. Overview</b> (100 words):
<ul style="list-style-type: none"> <li>▪ Summarise the campaign/activity as if you were writing a press release: client (if applicable), problem or opportunity, creative execution, outcome</li> </ul>
<b>2. Problem or Opportunity</b> (200 words):
<ul style="list-style-type: none"> <li>▪ State your organisation (and your client if applicable)</li> <li>▪ Problem or opportunity addressed</li> <li>▪ Geographical area of the programme</li> <li>▪ Measurable objective by which success is to be evaluated</li> </ul>
<b>3. Research</b> (300 words):
<ul style="list-style-type: none"> <li>▪ To define the problem or opportunity</li> <li>▪ To determine approaches for the programme</li> </ul>
<b>4. Planning</b> (400 words):
<ul style="list-style-type: none"> <li>▪ Communications objectives and tactics planned</li> <li>▪ Target audiences to be reached and actions desired of them</li> <li>▪ Messages planned for target audiences</li> </ul>
<b>5. Execution</b> (400 words):
<ul style="list-style-type: none"> <li>▪ The key creative solution</li> <li>▪ Implementation of the communications plan</li> <li>▪ Difficulties encountered and adjustments made during implementation</li> </ul>

## 6. Outcomes (400 words):

- Identification, analysis and quantification of results
- Tangible results which achieved the measurable objectives.  
(Please do not include advertising value equivalent).

### HOW DOES JUDGING TAKE PLACE?

In Round 1, all entries will be filed in for the Selection Panel to vote the top three or four.

The Round 1 entry summary identifies the finalists who will be invited to upload supporting media.

In Round 2, the Panel will review the criteria in the Round 1.

Finalists are judged against the six criteria in the summary and the supporting media. In considering entries, the judges may select one, several or no awards in each category.

What content is expected in the Round 2 supporting media?

In Round 2 supporting media, finalists must upload:

- 1 Illustrated PDF.
  - 1 copy of your organisation logo or individual's image
  - 1 copy of your client logo (if applicable)
  - 2 promotional images of your entry
- and optionally:
- 1 link to a video (optional)