



AWARD CATEGORIES & ENTRY CRITERIA

1. PR Agency of the Year

Recognising an agency that has shown exceptional creativity, measurable impact, innovation, and leadership within the industry across multiple client campaigns.

-Entry Criteria:

- Evidence of **at least three** successful and diverse PR campaigns within the award year.
- Demonstrated, measurable impact (e.g., reach, engagement, reputation uplift, sales/conversion).
- Minimum of two client testimonials or detailed case studies.
- Evidence of annual growth in revenue and clientele.
- Innovation in service offerings, tools, or methodologies.
- Active contribution to industry thought leadership and peer recognition.

2. Public Sector PR Campaign of the Year

** Celebrating the most effective and impactful communication initiative from a government or public institution.*

- Entry Criteria:

- A campaign that significantly increased public awareness, favourability, and stakeholder engagement.
- Clearly defined campaign objectives and measurable results against those objectives.
- Evidence of innovation in strategic approach and execution.
- Demonstrable adherence to the highest ethical PR standards.

3. Private Sector PR Campaign of the Year

Celebrating a commercially driven campaign that delivered outstanding business results and enhanced brand perception.

- Entry Criteria:

- A campaign that boosted brand awareness, perception, and drove positive business outcomes.
- Clear, commercial objectives and measurable outcomes that go beyond media outputs.
- Evidence of innovation in strategy, creative concept, and execution.
- Adherence to ethical PR and business practices.

4. Excellence in Crisis & Issues Management

For the team or individual who demonstrated exceptional skill under pressure.

- Entry Criteria
 - Documentation of at least two significant crises or issues managed.
 - Demonstrated speed, accuracy, and effectiveness of communication.
 - Evidence of positive stakeholder feedback or a measurable enhancement in public sentiment.
 - Clear, measurable outcomes in de-escalating the situation and safeguarding reputation.

5. Rising Star Award (Young PR Professional of the Year)

Celebrating a high-potential professional (under 30 or with less than 7 years' experience) who has shown exceptional promise and impact.

- Entry Criteria
 - Demonstrated significant contributions to at least three successful campaigns or projects.
 - Evidence of innovation, creativity, or early-stage thought leadership.
 - A strong endorsement from a senior mentor or employer.
 - An additional endorsement from at least one client.

6. Media Excellence Award (PR Journalist of the Year)

Honouring a journalist who provides fair, consistent, and insightful coverage of the PR and corporate communications industry.

- Entry Criteria:
 - A portfolio of at least five published works demonstrating a deep understanding of PR practice.
 - Consistent and influential reportage on public relations milestones, issues, and personalities.
 - A clear contribution to promoting PR ethics and professionalism through their work.

7. Corporate Communication Professional of the Year

Awarded to an in-house leader who has expertly built, safeguarded, and advanced their organisation's reputation and strategic objectives.

- Entry Criteria:

- Proven success in managing complex, multi-stakeholder relationships.
- Demonstrated effectiveness of at least two internal and two external communication strategies.
- A measurable, positive impact on corporate reputation.
- Exemplary leadership in navigating a significant crisis or organisational change.

8. Evergreen or Lifetime Achievement Award

Recognising a visionary practitioner or academic whose lasting contributions have significantly advanced the entire public relations profession.

- **Entry Criteria:
 - A minimum of 20 years of distinguished professional practice.
 - Documented, significant contributions (e.g., mentorship, publications, association leadership, groundbreaking campaigns).
 - Widespread recognition from peers, industry bodies, and/or the public.

9. Excellence in Entertainment Public Relations

Awarded for an outstanding campaign that created substantial buzz, managed artist or project reputation, and achieved commercial success in the entertainment sector.

- Entry Criteria:
 - Exceptional creativity and ability to cut through in a saturated market.
 - Demonstrable success in securing high-impact media coverage and driving public engagement.
 - Clear impact on essential metrics (e.g., box office, streams, sales, or brand value).

10. Best Use of Technology in Public Relations

Honouring the most innovative and practical application of technology (e.g., AI, data analytics, immersive tech) to solve a communication challenge.

- **Entry Criteria:
 - Innovative application of a specific technology or platform.
 - Proven effectiveness in addressing a defined PR or business objective.
 - Demonstrable enhancement in campaign efficiency or results.
 - Potential scalability of the technological solution.

11. Most Influential PR Professional of the Year

Celebrating a practitioner with demonstrable thought leadership, industry impact, and a visible role in shaping the future of PR

- Entry Criteria:

- Public recognition through a body of work (e.g., articles, keynotes, panel discussions, policy influence). Submit at least four examples.
- Evidence of mentorship and active advocacy for the profession.
- A documented, positive impact on industry-wide practices or standards.

12. Best Internal Communications Campaign

For a campaign or professional who successfully transformed workplace culture, staff engagement, or employer branding through strategic communication.

- Entry Criteria:

- Clear, evidence-based impact on employee morale, productivity, or retention.
- Use of innovative channels and methods for internal engagement.
- Positive demonstrable feedback or survey outcomes.
- Evidence from at least two distinct campaign initiatives.

13. Community Relations Excellence Award

Honouring a strategic PR campaign that has fostered authentic trust and built strong, lasting ties between an organisation and its local community.

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Entry Criteria:

- Evidence of initiatives that built trust, partnership, or community empowerment.
- Measurable, long-term positive impact on the community.
- Strong testimonials from community leaders or representatives.

14. Best in Insight-Driven Communication

Celebrating campaigns that showcase a masterful use of research, data, and analytics to inform strategy, execution, and demonstrate undeniable value.

- Entry Criteria:

- Demonstrated use of data and insights to shape the core campaign strategy from the outset.
- Presentation of tangible, verifiable results that prove the PR work made a measurable difference.
- Clear presentation of metrics and, crucially, the insights derived from them.

15. Model Agency of the Year

**Recognising an agency that sets the benchmark for operational excellence, a positive workplace culture, and unwavering ethical practice.*

- Criteria:

- Demonstrable contribution to elevating industry standards through thought leadership.

- Must be a winner or finalist in at least three categories in the current or previous award year.

- Proven commitment to workforce development, evidenced by at least three training programmes staff attended within the year.

16. PR EDUCATOR OF THE YEAR

☐ For academics teaching Public Relations at tertiary institutions, there is a remarkable impact on knowledge and research.

Entry Criteria:

1. Evidence of scholarly contributions (books, research, articles, curriculum development)

2. Student mentorship and leadership impact

3. Recognition from academic and professional bodies.

4. Facilitation of "Town and Gown" interactions (bridging academia and industry/practitioners)

5. Evidence of effective teaching and student development (Facilitation of internship, projects, etc

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17. PR TRAINER OF THE YEAR (PROFESSIONAL DEVELOPMENT AWARD)

☐ For practising PR professionals who have contributed significantly to training, mentoring, and developing other practitioners.

Entry Criteria:

- Documented record of professional training engagements.

- Testimonials from trainees.

- Demonstrated contribution to raising professional standards.

18. Sustainability Communication Award

Honouring a strategic sustainability campaign that has driven tangible environmental and social impact while embedding long-term responsible practices within an organisation and its stakeholders.

Entry Criteria:

- Clear objectives and strategy focused on environmental sustainability, social responsibility, or circular economy principles.

- Evidence of measurable impact (reduction in waste/emissions, improved resource efficiency, community environmental benefits).

- Demonstration of innovation in approach, partnerships, or use of technology to advance sustainability goals.
- Long-term commitment and scalability beyond one-off initiatives.
- Testimonials or endorsements from beneficiaries, sustainability experts, or relevant stakeholders.

PART TWO

Public Sector Public Relations Excellence Awards

The Public Sector Public Relations Excellence Awards honour exceptional communication leadership, innovation, and impact within government institutions. These awards recognise both career and appointed public servants who exemplify professionalism, creativity and measurable excellence in public communication.

i. Public Sector Communication Professional of the Year

This is for a career public servant who has demonstrated exceptional leadership, professionalism, and measurable impact in advancing government communication, citizen engagement, and institutional reputation.

Entry Criteria:

- a. Minimum of five (5) years of verifiable experience in public sector communication or information management.
- b. Proven record of high-impact campaigns or initiatives that improved transparency, citizen participation or public trust.
- c. Demonstrated commitment to ethical communication, innovation and capacity development within the public service

ii. Public Sector Strategic Communication Leadership Award (Appointed Public Officer)

This is for appointed public officials, such as Commissioners, Special Advisers, Heads of Public Communication, or Spokespersons, who have demonstrated visionary leadership, integrity and strategic excellence in managing public communication, policy advocacy and crisis response within government.

Entry Criteria:

- Proven record of developing and executing effective communication strategies that strengthened public confidence and institutional reputation.
- Documented case studies of exceptional leadership in policy communication or crisis management.
- Endorsements or verifiable recognition from peers, professional bodies or the public demonstrating measurable impact and ethical conduct.

iii. Excellence in Social Media and Artificial Intelligence Innovation in Public Sector Communication

This category recognises public institutions, agencies or government communication professionals who have strategically harnessed social media, artificial intelligence, data analytics, and digital automation to advance transparency, citizen engagement and effective policy communication in the public sector. It celebrates the innovative convergence of technology and communication for measurable public impact.

Entry Criteria:

- a. Existence of a clearly defined digital communication strategy integrating social media, AI

tools or data analytics to achieve institutional objectives.

b. Demonstrable outcomes such as improved citizen participation, real-time responsiveness, positive sentiment trends, behavioural change, or enhanced public perception.

c. Evidence of innovation in content creation, automation or sentiment analysis, using AI-driven or data-informed approaches to enhance communication efficiency.

d. Documentation of measurable impact metrics (engagement rates, analytics reports, or service improvement indices) showing effectiveness of the integrated digital strategy.

PART THREE

Judging & Scoring Framework

The panel will assess each entry on a 100-point scale, distributed across four key areas:

A. Strategy & Objectives (25%)

- Clarity and quality of campaign objectives (aligned with SMART principles).
- Strategic alignment with organisational goals and PR ethics.
- Depth of research, insights, and stakeholder analysis informing the strategy.

B. Creativity & Innovation (25%)

- Originality of the core idea and strategic approach.
- Innovative use of platforms and channels (digital, traditional, experiential).
- Creativity in storytelling and message delivery.

C. Execution & Implementation (25%)

- Flawless and effective rollout of the campaign plan.
- Efficient and strategic use of resources and partnerships.
- Consistency and quality across all communication channels and touchpoints.

D. Impact & Measurement (25%)

- Strength of demonstrated outcomes (both quantitative and qualitative).
- Quality of measurement against stated objectives (e.g., reach, engagement, sentiment, behavioural change).
- Evidence of long-term relevance and sustainability of the results.

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