

## Why you should enter The PRmoment Awards

In eight years the PRmoment Awards have become a fixed date in the UK public relations and communications calendar, with over 1,000 guests at the 2018 awards in London and Manchester.

What's the secret to the PRmoment Awards' success? The entries. We always get high-quality entries judged by eminent industry professionals. We place a great emphasis on independent expert judging. We make sure we have a balanced judging panel with senior in-house and agency-side communications professionals.

By winning a PRmoment Award you are getting a third-party endorsement of your work, your team and your business. PRmoment is a brand that the agency world and in-house PR teams recognise, and is associated with insight, original content and educational events. The awards are also a great night out!

We run nearly 30 events each year exclusively for senior in-house PR and communications decision makers, and 50% of our readership is in-house PR and communications professionals (PRmoment averages over 25,000 unique visits on the site per month).

### Key benefits include:

1. **New for 2019: Get feedback on your entry relative to you competitors**
2. **Being shortlisted or winning a PRmoment Award is a massive endorsement of your work to your clients & potential clients**
3. **Winning a PRmoment Award demonstrates to your employees and potential employees that your firm is doing award winning work**

## Key Dates

**14 DECEMBER 2018** Deadline for entries

**11 JANUARY 2019** Extended entry deadline\*

**13 MARCH 2019** Manchester Awards Ceremony

**4 APRIL 2019** London Awards Ceremony

\*The extended deadline incurs an increased entry fee



## Winner Testimonials

PRmoment is always the first awards of the year and not only provides a great evening for the team but for the winners a great start and a really good indication as you head into a new year. It's a brilliant opportunity to test the strength of your agency story and your campaigns against the best in the business.

### **Louie St Clare, CEO, Harvard**

The PRmoment Awards are the ones we always want to win. They're the first outing for the previous year's work in the award shows so they very much set the bar. The juries are made up of those we respect from across the industry and the competition is always stiff, making them a true test of any campaign's success.

### **James Gordon-MacIntosh, Co-Founder, Hope&Glory**

The PRmoment Awards set the tone for the awards calendar and it's meant a huge amount for us to be recognised for our culture as an agency and the impact of our client work. And The Suzy Spirit Award is a very special honour in the awards calendar.

### **Frankie Cory, CEO, Mischief**

You don't win Large Agency of the Year without pushing a few boundaries and driving innovation, so Golin's PRmoment Large Agency of the Year Award is brilliant recognition for our great work. Not only does it say that we're top of our game, but it's also a great opportunity for an all-agency celebration. This year we toasted the award in style, with pizza and prosecco for all.

### **Bibi Hilton, Managing Director, Golin**

No question about it - winning a coveted PRmoment Award is one of the top industry accolades.

### **James Herring, CEO, Taylor Herring**

Here is a selection of categories specifically tailored to the agency community:

Social Media Campaign of the Year

Integrated Communications Campaign of the Year

Event of the Year

Stunt of the Year

Best Use of Research

Consumer PR Campaign of the Year

Best Use of Content

Best B2B Campaign of the Year

Financial Services Sector Campaign

Healthcare / Pharma Campaign of the Year

Most Innovative Use of Digital & Social Media

FMCG Marketing Communications Campaign of the Year

Health, Beauty, Retail & Fashion Marketing Communications Campaign of the Year

Automotive & Transport Marketing Communications Campaign of the Year

Culture Media, Sport & Travel Marketing Communications Campaign of the Year

Not for Profit Campaign of the Year

Media Relations Campaign of the Year

Low Budget Campaign of the Year

Community Engagement Campaign of the Year

Young Professional of the Year

In-House Team of the Year

B2B PR Agency of the Year

Consumer PR Agency of the Year

Integrated Agency of the Year

Technology Agency of the Year

New Agency of the Year

Growth Agency of the Year

Boutique Agency of the Year

Independent Agency of the Year

Large Agency of the Year