

# PRmoment Awards 2020

In-house Advice

## Why you should enter The PRmoment Awards

**In nine years the PRmoment Awards have become a fixed date in the UK public relations and communications calendar, with over 1,000 guests at the 2019 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. **Get feedback on your entry relative to your competitors**
2. **Being shortlisted or winning a PRmoment Award is a massive endorsement of your work to potential employees and your peers**
3. **Winning a PRmoment Award demonstrates to your employees and potential employees that your firm is doing award winning work**

## Key Dates

**16 DECEMBER 2019** Deadline for entries

**10 JANUARY 2020** Extended entry deadline\*

**11 MARCH 2020** Manchester Awards Ceremony

**26 MARCH 2020** London Awards Ceremony

\*The extended deadline incurs an increased entry fee



### Join our list of previous in-house award winners:

Channel 4  
Co-op  
Direct Line  
Vodafone group  
Hull City Council  
Yorkshire Building Society  
Confused.com  
Barclaycard  
British Medical Association  
Save the Children  
Westminster City Council



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## Winner Testimonials

The Co-op were really pleased to win three PRmoment Awards in 2017, including In-House Team of the Year. To be judged by your peers is a really important way of bench-marking our work against the best in the sector and to gain recognition by winning three awards is a great way of recognising and rewarding the hard work of the PR/Comms Team at The Co-op.

**Catherine Turner, Head of PR – Insurance, Funeralcare and Legal Services Communications, The Co-op**

It is good discipline to enter awards, not only does it develop rigour in the team with regards to the setting (and achieving) of objectives, but it also helps demonstrate the value the function adds.

**Andy Smith, Head of Media Relations, Santander UK plc**

When Churchill Home Insurance was read out at the PRmoment Awards for Financial Services Campaign of the Year, I was overjoyed. The campaign was a great example of real life insight, academic research with consumer impact, and great quality measurement. Although the campaign only had an original six month duration, the idea creation and in-depth planning took a long time to come to fruition. The campaign was a great collaboration between the Churchill brand, Citigate Dewe Rogerson and Portsmouth University, and we are all delighted with the recognition.

**Claire Foster, Senior Manager External Affairs, Direct Line Group**

We were delighted to be included in the shortlist of excellent entries and it was a very proud moment for the Canal & River Trust to win the Most Innovative Use of Digital & Social Media for our Water Safety video. It's important to us that the serious message of water safety is talked about by teenagers and young people so we worked hard to take the message to them on social media.

As a charity with a small budget and limited resources for this campaign, it was such an achievement to see our creative ideas recognised in the industry and it's definitely raised our creative confidence as well as our profile among agencies. We're looking forward to entering the awards again next year!

**Claire Risino, Campaigns Manager, Canal and River Trust**



**Here is a selection of categories specifically tailored for the in-house community:**

Integrated Campaign of the Year

Event of the Year

Best Use of Research

Public Sector Campaign of the Year

Not for Profit Campaign

Media Relations Campaign of the Year

Best Use of Content

Low Budget Campaign of the Year

Young Professional of the Year

In-house Team of the Year

