

# ICCO GLOBAL AWARDS 2017

Globally recognised by PR trade associations representing 55 countries worldwide, the ICCO Global PR Awards celebrate the best in the industry. Entries are judged by an elite international panel of top PR practitioners who will consider excellence and effectiveness of PR work from across the world. This is an internationally recognised awards programme purely based on effectiveness, measurement, results and impact for the global PR industry.

***“Your work can be as creative as you like, but unless it achieved results, it won’t win an ICCO Global Award!”***

David Gallagher, President, Growth and Development, International, Omnicom Public Relations Group

---

## KEY DATES

<b>Early Bird Rate Ends:</b>	<b>Friday 29th September 2017</b>
<b>Final Entry Deadline:</b>	<b>Friday 27th October 2017</b>
<b>Shortlist Announced:</b>	<b>Monday 6th November 2017</b>
<b>Awards Night – Gala Dinner:</b>	<b>Wednesday 29th November 2017</b>

## AWARD CATEGORIES

### NETWORK OF THE YEAR

This category is open to any Network, whether multi-discipline or niche. As with all team categories, judges will look for evidence of financial performance, staff and client retention, diversity and innovation.

EMEA – ASIA-PACIFIC – AMERICAS

ICCO member early bird rate: €335.00

Non-member early bird rate: €395.00

### INDEPENDENT CONSULTANCY OF THE YEAR

This category is open to any Independent Consultancy, whether multi-discipline or niche. As with all team categories, judges will look for evidence of financial performance, staff and client retention, diversity and innovation.

EMEA – ASIA-PACIFIC – AMERICAS

ICCO member early bird rate: €335.00

Non-member early bird rate: €395.00



## **WORLD'S BEST PR CAMPAIGNS**

**Media Relations** – This award recognises campaigns that use targeted media relations to achieve excellent results.

**Consumer** – This award recognises work that involves the promotion of products or services to consumers, delivered by the private, public or charitable sectors.

**Digital and New Media** – This award recognises campaigns that include a large element of digital and new media work, whether on their own or as part of an integrated programme of PR and targeted marketing activity.

**B2B** – This award recognises work that involves the promotion of products and services from one business to another. Entries can relate to a niche business sector or to the business community at large.

**CSR** -This award recognises work that promotes an organisation's corporate social responsibility programme, via either a one-off campaign or on-going work.

**Not For Profit** – This award recognises work by or on behalf of charities and not-for-profit organisations.

**Technology** – This award recognises work focused on telecoms, IT or web-based products, services or brands, targeted at the business, or not-for-profit or consumer markets.

**Crisis & Issues** – This award recognises work in a crisis situation managing difficult issues. This might be by promoting an alternative perspective, or indeed by keeping an issue out of the media altogether. Judges are especially aware of the need for discretion in this category.

**Broadcast** – This award recognises campaigns that use the broadcast medium effectively, either on its own or as part of an of an integrated programme of PR and targeted marketing activity.

**Healthcare** – This award recognises work across the whole range of healthcare and well-being PR, including private healthcare, pharma and medical research.

ICCO member early bird rate: €335.00

Non-member early bird rate: €395.00

## **RISING STAR OF THE YEAR**

An award for any young individual (under 30 years) with the greatest potential to become industry leader of the future – and who has achieved greatness already. Nominations for this award can be made by the individual or a colleague, and organisations can enter any number of entries.

ICCO member early bird rate: €230.00

Non-member early bird rate: €270.00

## **PR LEADER OF THE YEAR**

An award for an individual who has shown great leadership and achieved greatness with excellent results. This award will be given to an individual (or joint agency heads) who has/have delivered outstanding performance to clients, made a significant contribution to the industry and to their consultancy. Nominations for this award can be made by the individual themselves or a colleague, and organisations can submit any number of entries.

ICCO member early bird rate: €230.00

Non-member early bird rate: €270.00

## **AWARDS NIGHT - GALA DINNER**

Join us for the ultimate celebration of professional achievement in PR and communications!  
Wednesday 29<sup>th</sup> November at Andaz London Liverpool Street Hotel.

ICCO member early bird rate

Individual seat: €215.00

Table of 10: €1935.00

Non member early bird rate:

Individual seat: €250.00

Table of 10: €2250.00

## **ELIGIBILITY**

### **WHO CAN ENTER?**

The ICCO Global Awards are open to all parties involved in the use of PR for communications purposes; PR consultancies, freelancers, in-house communications departments, digital agencies and media owners.

### **HOW MANY CAN YOU ENTER?**

Organisations can submit multiple entries into all of the categories.

### **WHO CAN SUBMIT?**

Companies or individuals may submit entries on behalf of themselves or others.

### **CAMPAIGN ELIGIBILITY**

Entries for campaigns entered into the 'Campaign Award' categories must have been started or completed by **2nd October 2016 and 1st October 2017**.

### **FINANCIAL DATES**

For categories recognising the performance of teams or consultancies rather than individual campaigns, financial and other figures should relate to your most recent financial year.

### **RESPONSIBILITY**

It is the entrant's responsibility to seek and ensure permission has been granted for the right to use intellectual property of the brand or client entered.



## **RIGHT TO REFUSE**

The organisers can refuse entries that may offend or bring ICCO or the industry into disrepute.

## **JUDGING**

### **WHO SEES YOUR ENTRY?**

Only the ICCO Global Awards judges and the events team will see your entries. All judges will sign a confidentiality agreement prior to receiving your entries.

### **HOW ARE SHORTLISTS SELECTED?**

Judges review entries remotely. They each have their own secure login, showing only entries that they have been assigned.

### **HOW ARE WINNERS SELECTED?**

Scoring will all be conducted online, without any reference to other judge's scores and based solely on the submission of the entrant. This will ensure the scores are unbiased and judges are not swayed by the opinions of other panel members. Each entry will be scored by at least 4 judges in total. The organisers will collate the individual scores and use the average marks given to initially decide the finalists and ultimately to determine the award winners.

### **HOW WE AVOID BIAS**

Organisations participating in the judging process are encouraged to enter the awards but will absent themselves from any discussion involving their organisation in which they have an interest.

### **WHO'S IN CHARGE?**

The Jury President decision is final.

### **SENSITIVE INFORMATION**

The organisers reserve the right to publish submissions from the winners and shortlisted entrants. Where certain information is sensitive, such as budget figures, please mark 'not for publication'.

## RULES OF ENTRY

1. There is no official format or entry form required for your Award entries, allowing you to format your entry as you wish.  
Entries that exceed the 1000 word limit over a maximum of 4 sides of A4 will be void.
2. Entries must be submitted as either a Word document or PDF.
3. Font size 12 – Arial – is the recommended font.
4. **PLEASE NOTE:** To ensure objective judging based on content and not favouritism, entries must not include any branding or mention of company name for World's Best PR Campaign categories.
5. Imagery should be included in the body of your entry to support your case.
6. The mandatory photographs requested and supplied alongside your entry at the submission stage, will be used in the AV presentation at the Awards Ceremony should you be shortlisted.
7. WORLD'S BEST PR CAMPAIGNS – the jury will look favourably upon work that is carried out in a minimum of two countries
8. WORLD'S BEST PR CAMPAIGNS entries should demonstrate: effectiveness and results; strategy and research; execution; originality and evaluation.
9. Entries into the TEAM AWARDS should demonstrate: innovation; staff and client retention; documented results and performance; diversity; and collaboration.
10. Diversity is a criteria within entries for TEAM AWARDS. Judges will be looking for evidence and data on: the make-up of your workforce, both gender and ethnicity; talent management and mentoring programmes for under-represented groups.
11. If AVEs are used as a form of measurement without a secondary means of evaluation, your entry will be void. For reference, please see [The PR Professional's Definitive Guide to Measurement](#).
12. State the campaign budget. When PR is part of an integrated campaign state the PR budget and the approximate campaign budget.
13. Judges will assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.
14. If the campaign is integrated, when demonstrating results please state the PR consultancy's involvement and outline the activity of the other marketing disciplines.
15. Payments must be made in € Euro.
16. Payment **MUST** be received before the entry is submitted.
17. Submission documents/images must be sent to [awards@iccopr.com](mailto:awards@iccopr.com). Only one entry document and one zip file can be uploaded per entry.
18. Entries must be submitted to [awards@iccopr.com](mailto:awards@iccopr.com) with the relevant photographs and documentation by **27 October 23:59 GMT**.

## ABOUT ICCO

*The International Communications Consultancy Organisation (ICCO) is the voice of public relations consultancies around the world. The ICCO membership comprises PR firms and national trade associations in 55 countries across the globe; from Europe, Africa, Asia, the Middle East, the Americas and Australasia.*

### **OUR ASSOCIATION MEMBERS:**

*Collectively ICCO represents over 2,500 PR firms through national associations in: Armenia  
Australia, Austria, Bahrain, Belgium, Botswana, Brazil, Bulgaria, Canada, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Finland, France, Georgia, Germany, Greece, Hungary, India, Iran, Ireland, Italy, Italy, Jordan, Kazakhstan, Kuwait, Lebanon, Lesotho, Morocco, Namibia, Netherlands, Nigeria, Norway, Oman, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia, Slovakia, Slovenia, South Africa, Spain, Swaziland, Sweden, Switzerland, Tunisia, Turkey, United Kingdom, United Arab Emirates, United States*

*Additionally we have partnership agreements with the China International Public Relations Association (CIPRA) and the African Public Relations Association (APRA)*

## CONTACT

**Website:**

[awards.iccopr.com](http://awards.iccopr.com)

**Email:**

[awards@iccopr.com](mailto:awards@iccopr.com)

**Phone:**

+44 20 7233 6026

