

Presented by:



Canadian Public
Relations Society
Hamilton Society



What Makes a Submission Stand Out?

An award submission stands out if it:

- Tells a really good story from start to finish.
- Is very creative and/or strategic and explains how you had a really unique, smart or unusual solution to a problem.
- Clearly links measurable objectives to measurable results.
- Clearly follows and articulates the R-A-C-E formula (Research, Analysis, Communications, and Evaluation) .
- Achieved great results with little to no money. (i.e. did you make something out of nothing?)
- Is well written: good narrative, interesting and compelling to read; no typos, or grammar mistakes; and the type is large enough to read (minimum 10 pt font).
- Is packaged nicely—neat, easy to follow and visuals (appendices) always help.
- Calls out the important stuff. Highlight it, bold it, circle in red...whatever you need to do to make it obvious.
- Clearly explains budget and includes some context.
- Has excellent results that are about more than just media coverage (except for in media relations category). That could mean sales data, research outcomes that demonstrate a change in your target audience's behaviour, testimonials from stakeholders, etc. In the media relations category, it means providing analysis not just totals. Use the CPRS Media Relations Rating Points system to provide qualitative and quantitative analysis (visit mrpdata.com for more info) or at a minimum include some analysis that is deeper than just total volume of coverage, such as delivery of key messages and story tone.