

## Why you should enter the PRmoment Awards

In seven years the PRmoment Awards have become a fixed date in the UK public relations and communications calendar, with over 800 entries and 1,000 guests at the 2017 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. In addition, of course, the winners benefit from an endorsement from the PRmoment brand.

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.

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).

We believe PRmoment is the most liked brand in UK PR; we welcome feedback from the PR community and are flattered that we have so often received endorsements and praise for both our events and our online magazine.

By winning a PRmoment Award you are winning recognition from a brand that means something – both to agency teams and in-house teams. The awards are also a great night out!

## Key Dates

**15 DECEMBER 2017** Deadline for entries

**12 JANUARY 2018** Extended entry deadline\*

**22 MARCH 2018** London Awards Ceremony

**19 APRIL 2018** Manchester Awards Ceremony

\*The extended deadline incurs an increased entry fee



## Winner Testimonials

Winning a PRmoment Award is hugely valuable to us as an agency. Tin Man has been lucky enough to win quite a few over the years, both for our campaigns and this year we were awarded the Best Boutique Agency Award – which we were very proud of! These wins are extremely motivating and exciting for the team as they see their hard work and talent recognised by the industry but they are also a great new business driver. We often get calls from brands who have attended the awards, seen our name and been impressed with our work.

### **Mandy Sharp, Founder, Tin Man Communications**

Winning a PRmoment Award 2017 for best tech agency was such an honour and you really can't underestimate the motivating effect a big win like that has on the team, attracting outstanding new staff and getting on pitch lists for big new clients. Ben and the team have truly disrupted the UK PR awards scene with an unmissable night that just gets bigger and bolder every single year.

### **Peter Bowles, co-CEO & co-Founder, Dynamo PR**

A healthy proportion of Hope&Glory's reputation has been built on our award wins. While you may need to be delivering outstanding work to win a PRmoment Award in the first place – the standards rise every year – they're a great way of bringing attention to your work and of having campaigns recognised by peers, competitors and potential recruits.

### **James Gordon-MacIntosh, Managing Partner, Hope&Glory**

The opportunity to get third party endorsement of our work is really important to Red. The standard of work at the PRmoment Awards is very high and the jury is a who's who of UK public relations, so we were delighted to walk away with a couple of very heavy, very gold awards this year.

### **Mike Morgan, Chief Executive, The Red Consultancy**

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

Social Media Campaign of the Year

Integrated Campaign of the Year

Event of the Year

Stunt of the Year

Best use of Research

Consumer 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

Mid Budget Campaign of the Year

Unashamedly Large, Ambitious,  
Big 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

Emerging Agency of the Year

Boutique Agency of the Year

Mid-size/Multi Specialist  
Agency of the Year

Global/Multiple Regions  
Agency of the Year