

2019 Prism Awards calls for entry

The call for entries and search for the best campaigns in public relations and communication has officially opened and individuals, students, consultancies, companies, government organisations and NGOs may submit entries for the most sought-after awards in the industry.



2018 PrismAwards judges at the awards earlier this year. © [PrismAwards Twitter](#).

The 2019 Prism Awards will celebrate 22 years of public relations excellence next year and will make the entry and judging process more efficient for entrants and adjudicators.

Entries encouraged from across the African continent

The panel of judges is made up of experts from the business, marketing and public relations.

“The Prism Awards are very important to the industry and both agencies and consultants use the awards to benchmark their campaigns, profile their work and compete amongst each other,” says Prism Awards convenor, Bridget von Holdt.

Entries are encouraged not only from South Africa but from across the African continent. There are categories for practice expertise as well as sector-specific campaigns. “This is an ideal opportunity to wow the judges and submit entries that are creative, innovative, and measure impact,” says von Holdt.

Attracting new talent

This year, Palesa Madumo, executive director of strategy at Vuma Reputation Management, joins von Holdt as the co-convenor of the awards and is anticipating some exciting submissions. “We want to attract new talent and entries from a wide variety of consultancies and entities and continue to showcase excellent work that also demonstrates return on investment, especially in the current economy,” says Madumo.

The closing date for entries is on Friday, 22 February 2019 and the prestigious awards ceremony will be held in April 2019.

For more information on how to enter, click [here](#) or [here](#).

For more, visit: <https://www.bizcommunity.com>