



Contest rules

1. Time and place

“PR Impact Awards” contest will take place on 30th of May in Vilnius. The best three projects of 12 categories will be presented in public during “PR Impact Awards” conference on 30th of May. The winners will be announced and awarded during awards ceremony on 30th of May.

2. Participation

2.1. The contest is open for all participants working in the area of communication (business and public sector companies, communication agencies, freelance specialists, non-governmental organisations and others) from all over the world.

2.2. Possibilities for submitting an application:

2.2.1. If a project is created and implemented by several participants (an agency, a client, freelance experts), only one participant can submit an application agreed beforehand with other participating parties regarding participation. If two different participants submit an application, when the project is the same, for the contest it is accepted the earlier submitted application.

2.2.2. Applications cannot be submitted without an approval of a project owner/client regarding intellectual property and consent to submit an application for the contest.

2.3. Rejection of applications:

2.3.1. Organizers may not allow participating in the contest for such applications that offend national or religious feelings, discriminate against any groups of society or encourage illegal actions.

2.3.2. Earlier submitted applications for the contest;

2.4. The projects submitted for the contest have to be implemented from 1st of January 2018 to 30th of April 2019.

2.5. Applications have to be submitted and payments for applications have to be made until 20th of May 2019.

2.6. Applications, which are submitted without filling out all the parts of an application and payments are not made for them, will be rejected.

3. Requirements for applications

3.1. Applications are submitted in English language by filling out a given form on www.primpactawards.com.

3.2. There are planned 14 categories in the contest:

No.	Category	Description
1.	CORPORATIVE COMMUNICATION	Corporate communication project, which aims at presenting an organization's activity, aims, values, achieved financial results for internal and external audiences, creating an image of CEO or managing crisis. Permanent and stable communication contributes to the creation of organization reputation and successful implementation of activity strategy.
2.	INTEGRATED COMMUNICATION CAMPAIGN	Communication project for which implementation unitedly used different means and channels of public relations and marketing.
3.	PUBLIC SECTOR COMMUNICATION	A project for giving publicity to policy, services and achievements of public sector institutions or informing society about problems, innovations or changes.
4.	NGO COMMUNICATION	A project of non-governmental organizations for giving publicity to their position on a particular question, achievements or informing society about problems, innovations or changes.
5.	SOCIAL RESPONSIBILITY PROJECT	Communication project by which organizations' social responsibility initiatives are publicized. These initiatives include not only economical aims typical to business, but also social and environment protection aspects contributing to sustainable development of society.
6.	INTERNAL COMMUNICATION	Internal communication project for creating and developing an organization's and its employees' relationship, strengthening organization's internal culture, giving publicity to future changes and creating and implementing new and present values of the organization.
7.	EVENT	Communication project during which it is given publicity to a concrete event or a cycle of events.
8.	DIGITAL COMMUNICATION	Communication project or continuous communication about an organization or a brand implementing by using only social media channels: "Facebook", "Twitter", "Instagram", "LinkedIn" and others.
9.	AN INNOVATION IN	Usage of technological innovations or application of

	COMMUNICATION	innovative processes during communication project.
10.	INFLUENCERS' AND VIRAL COMMUNICATION	Communication project involved influencers and (or) spread <i>virally</i> .
11.	EMPLOYER'S COMMUNICATION	The projects for creating a positive image of an employer.
12.	PROJECTS' SUPPORT COMMUNICATION	Communication for sponsorship activities.
13.	THE AGENCY OF THE YEAR	The agency collected the most awards.
14.	AUDIENCE'S VOICE	Communication project gained the maximum support of "PR Impact Awards 2019" event participants.

5. Work of evaluation committee

5.1. Works will be evaluated by an international committee announced on www.primpactawards.com and consisted of experienced specialists in the field of communication.

5.2. Evaluation procedure:

5.2.1. Applications are submitted in 12 categories until 20th of May 2019.

5.2.2. Committee evaluates applications until 27th of May. On 27th of May on www.primpactawards.com and in "Facebook" account of the contest there are announced by three applications that collected the most points in each category.

5.3. Three projects that collected the most points in each category are presented live during "PR Impact Awards" conference on 30th of May. Duration of a presentation is 5 minutes in Lithuanian language. (Projects of others countries and international projects can be presented in English language.)

5.4. In the category THE AGENCY OF THE YEAR the company collected the most awards of the contest for 1st place is announced as the winner.

5.4.1. In the category AUDIENCE'S VOICE the project collected the most votes via electronic voting during the presentations of the projects is awarded.

6. Criteria for evaluation

6.1. The members of the committee evaluate every criterion of the contest by points from 0 to 5.



6.2. Applications are evaluated by these criteria:

1. Solved task, situation
2. An impact/a change of an implemented project
3. The aims of a project
4. Target audience
5. Strategy
6. A plan of actions
7. The results

8. Requirements for applications

8.1. The number of categories, for which an application of a project is submitted, is unlimited.

8.2. All applications have to be submitted electronically by filling out a form on www.primpactawards.com.

8.3. Additional visual material (in PDF/JPG/PPT formats) and additional comments can be submitted together with an application.

8.4. Applications have to be submitted and payments for them have to be made until 20th of May 2019.

9. Projects presentations in the conference

9.1. The best 3 projects of each category (the finalists of the contest) presented during the conference on 30th of May. Presenters of the project select a format on how to present the project. The organizers of the contest ask to present the project live (and not to show videos) and to answer the questions from audience.

9.2. 4 minutes is for presentation of a project and 1 minute is for questions from audience.

9.3. Presentations of the projects (in PPT format) have to be sent until 17:00 (5:00 PM), 29th of May via email info@rsva.it. In the email these details have to be indicated 1) the category, 2) the author of the application, 3) the title of the project; 4) the contact person for the organizers of the contest in order to be able to contact, if some questions arise. In the title of the sent PPT presentation these details have to be indicated: the category_the title of the project_the author of the project.

9.4. Presentation material sent on 30th of May will not be changed. Presentation material will be shown from organizers' computer.



9.5. If you have any questions regarding projects presentation, please write us via email info@rsva.it.

10. Payment of applications

10.1. Periods and prices for submitting applications:

The period for submitting an application	Date	Price
The early submission	Until 08 05 2019	80 Eur
The late submission	09 05 2019 – 20 05 2019	100 Eur

10.2. Payments for applications are made electronically by paying separately for every application via tickets purchasing system "Paysera". Payment field is seen at the end of application filling.