

PR Awards 2011: Entry Form

This entry form should be submitted for each category entered. Please email this form to prnetwork@acu.ac.uk. Forms should not be posted to the ACU.

Award entry submitted by:

Family name	
First name	
Title (Mrs./Ms./Mr./Dr./Prof.)	
Position	
Institution	
Address	
Country	
E-mail Address	
Category	
Title of award entry (URL if website)	

*The nomination statement must be no longer than **500 – 1000** words in total.*

1. About your institution

Provide a brief overview of how your submission supports/reflects your institution and its mandate. Include some general information about your university (such as its size, mission, strengths, academic programmes, student body, etc.) to place the submission in context.

--

2. Audiences and goals

Explain what your institution was trying to achieve with your award entry and how it set about achieving it. For example: What are the key messages you are trying to communicate? What are the stated goals of the publication, and how have you achieved them? Who were the target audiences? How have the target audiences' needs been considered and addressed? How did the publication/website/campaign develop? What research was carried out? What objectives were set? How does the entry relate to other material produced by your institution?

3. Results

Explain how the goals were met and what lessons were learnt. For example: Why would your institution recommend this as an example of good practice, or as a model for other higher education sector institutions? Were there any specific and measurable successes? Were any evaluation exercises carried out?

4. Resources

What resources, such as staff and operating budgets, were available to you? How have you ensured value for money? These will be taken into account in the judging, and submissions without estimates of staff costs and operating budget will not be judged.

Checklist for Submissions

Please see awards brochure for full terms and conditions:

http://www.acu.ac.uk/member_services/professional_networks/pr_network/prawards2011

- Only one entry per category may be submitted per institution
- Entries must be received no later than 17.00 (GMT) on 31 May 2011
- Entry forms must be submitted electronically to prnetwork@acu.ac.uk, one per entry
- Three copies of entries in categories 1-3 should be sent to the address below. Entries for categories 4-6 must be sent to prnetwork@acu.ac.uk

Award Categories:

1. Student prospectuses
2. Annual reports
3. Newsletters or magazines
4. Websites – **Digital submission only**
5. Outreach and community relations – **Digital submission only**
6. Fundraising – **Digital submission only**

Please note that publications should have been published, or campaigns should have taken place, during the 2010/2011 academic year

I confirm that the information provided on this form is true and correct to the best of my knowledge.

I have read the terms and conditions of entry and agree to abide by them.

Signature _____ Date _____

For categories 1-3, please post submissions to:

ACU PR, Marketing and Communications Awards 2011
The Association of Commonwealth Universities
Woburn House
20-24 Tavistock Square
London, WC1H 9HF
United Kingdom

Please email entry forms, and submissions in categories 4-6, to: prnetwork@acu.ac.uk

Queries? E-mail: prnetwork@acu.ac.uk Tel.: +44 (0)20 7380 6716 Fax: +44 (0)20 7387 2655

Submissions to arrive on or before 31 May 2011