

PR, MARKETING AND COMMUNICATIONS AWARDS 2011

The Association of Commonwealth Universities PR, Marketing and Communications Network is eager to encourage and reward good practice amongst higher education institutions and is pleased to announce the fifth competition for ACU PR, Marketing and Communications Awards amongst higher education institutions.

The scheme has been expanded to six categories. Three of these will be judged as digital submissions to reflect emerging trends in digital communication and emphasis on environmental sustainability.

What are the aims of the Awards?

- To recognise, encourage and celebrate achievements of higher education institutions and professionals who work within them
- To draw attention to models of good practice for the higher education sector internationally

Why enter?

- The Awards provide a chance to promote your institution and have your PR, marketing and communications activities assessed and recognised by an international panel of experts – completely free
- You will receive feedback on the strengths of your entry and recommendations for its enhancement
- Winners will receive public recognition on the ACU's website, as well as in the ACU *Bulletin*, and the Network's own magazine - *Impact*

Award Categories

1. Student prospectuses

Prospectuses and publications related to student recruitment

2. Annual reports

Annual reports must be published in the academic year 2010/2011 (September 2010 onwards)

3. Newsletters or magazines

These should be produced at least once a year for either internal or external audiences

4. Websites – *digital submission only*

Please include the full URL in the entry form (available to download from www.acu.ac.uk/prnetwork)

5. Outreach and community relations – *digital submission only*

Promotional/marketing activities related to university initiatives that benefit the wider community socially, economically or culturally. Submissions may also include cooperative programmes between universities, or between a university and another organisation. Submissions can be in PDF or .doc format and must be submitted as an attachment to an email to prnetwork@acu.ac.uk

6. Fundraising – *digital submission only*

Examples: material designed for campaigns, such as invitations, programmes and brochures; evidence of successes such as international or external press coverage. Submissions can be in PDF or .doc format and must be submitted as an attachment to an email to prnetwork@acu.ac.uk

Evaluation criteria

All submissions should be accompanied by an entry form (available online at www.acu.ac.uk/prnetwork), and applicants should clearly address the following questions:

- Who are the target audience? How have the target audiences' needs been considered and addressed?
- What are the key messages you are trying to communicate? What are the stated goals of the (e-) publication, and how have you achieved them?
- Why was this channel/activity chosen to reach the selected audiences over other options?
- How have you measured the promotional activity's impact, and what evidence do you have of its success?
- What resources, both staff and funding, were available to you? How have you ensured value for money?

The judging panel will also evaluate the creativity of content and design, the ease of access to information, and the originality of the submission.

Submission guidelines

- One entry in each of the six categories may be submitted per institution
- Entry is open to all ACU member universities. To find out if your university is a member of the ACU, please visit www.acu.ac.uk
- All accompanying paperwork and forms must be submitted electronically to prnetwork@acu.ac.uk
- The deadline for entries to be received is 31 May 2011

Your entry should include:

- One completed entry form per entry (available to download from www.acu.ac.uk/prnetwork). Entry forms must be submitted by email to prnetwork@acu.ac.uk
- Categories 1-3: **Three** copies of the award entry (publication or campaign materials), posted to the ACU (address below)
- Categories 4-6: Entry submitted electronically to prnetwork@acu.ac.uk

Judging panel

Members of the ACU PR, Marketing and Communications Network's international steering committee and experts in associated professional organisations will form the judging panel. Each judge will put forward a selection of entries for consideration by the final selection panel. Together, the final selection panel will decide on which entries will receive awards.

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

Submissions to arrive on or before 31 May 2011

Key dates

- Closing date for entries: 31 May 2011
- Notification of results: November 2011

Terms and conditions

- Incomplete and/or late entries will not be accepted
- Only one entry per category may be submitted per institution
- The decision of the judges will be final and no correspondence will be entered into. The final selection panel reserves the right to withhold awards in any category at their discretion
- Submitted entries cannot be returned

Queries?

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Fax: +44 (0)20 7387 2655
prnetwork@acu.ac.uk
www.acu.ac.uk/prnetwork



**The Association
of Commonwealth
Universities**