

High-quality entries for 2013 PRISM Awards

The quality of entries received for the [PRISM Awards](#) continues to improve year-on-year, according to the organisers and judges, and this year is no exception. With the deadline for entries for the 2013 Prism Awards now closed, the focus now moves to judging the submissions received and deciding who will take the Gold.



Commenting on the entries, one of the chief judges, Daniel Munslow says: "Overall, there are a number of very strong entrants who are pushing the boundaries on execution and adopting a 360 degree approach to strategic communication." Munslow, who is chief communication officer at Talk2us, adds: "Planning and media relations are also strong points in a number of the entries received. There are also some extremely creative approaches to solving complex corporate communication briefs."



PRISM judge Daniel Munslow is chief communication officer at Talk2Us.

Categories strongly contested

The most hotly contested category in this year's Awards is once again 'Media Relations', with 18 entries received in this category. This is followed closely by 'Integration of Traditional and New Media' - 16 submissions - and 'Social Media for PR', with 15 aspiring winners.

"The sharp increase in the number of entries received in 'Social Media for PR' and 'Integration of Traditional and New Media' mirrors the trend we see of social and new media being aligned and integrated into public relations campaigns," comments chief judge Marilyn Watson, a partner at Cinnamon Communication. "The number of entries received for 'Social Media for PR' more than doubled this year, while submissions for the 'Integration of Traditional and New Media' category grew by 75%."



Marilyn Watson, one of the chief judges of the 2013 PRISM Awards, is a partner at Cinnamon Communication.

"The quality of submissions is good, and as judges we will be looking out for obvious measurable objectives, as well as key insights from research," adds Watson.

There is also strong competition in the 'Event Management' and 'Financial Services and Investor Relations' categories. "Some of entries in these categories show strong creativity and innovation," says Munslow.

About the Awards Ceremony

Awards will be presented to companies that have successfully incorporated strategy, creativity and professionalism into their public relations initiatives. The PRISM Awards Ceremony will take place at the Hilton Hotel, Sandton, on Sunday 7 April 2013. More details will be announced soon.

Supporting public relations excellence

The sponsors of this year's PRISM Awards are:

- Bizcommunity.com
- AEL Mining Services
- Blue Apple
- Camelot Spa
- Capricorn FM
- Carousel Casino & Entertainment World
- Citroen SA
- Cotlands
- Creative Faces
- Deon Mama Events
- Destiny Magazine
- Encyclomedia
- Facebox
- Hilton Hotel
- Innovative glass
- Mangwanani
- Mobilitrix
- MSC
- Paper Packaging Place
- Pear Factor
- Shell
- Sweets from Heaven
- The Riverbed Agency
- Thelane Theatre Productions
- Toni Glass Collection
- Zoom Photography

For more:

BIZCOMMUNITY
ONLINE MEDIA PARTNER

- Bizcommunity Search: [Prism Awards](#)
- Bizcommunity: [Why Meropa won't be at the PR awards, again...](#) by Peter Mann
- Website: www.theprismawards.co.za
- Email: Susan Richardson at susanr@prisa.co.za
- Twitter: [@theprismawards](#) and [#prismawards](#)
- Twitter Search: [prismawards OR prism2013 OR prisma OR theprismawards](#)
- Facebook group: [PRISA](#)

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