



# 2025 PRSK AWARDS FOR EXCELLENCE

CALL FOR ENTRIES

The Public Relations Society of Kenya is now accepting entries for the 2025 PRSK Awards for Excellence.

The Public Relations Society of Kenya (PRSK) Awards for Excellence, established in 2000, recognizes and celebrates each year the outstanding achievements of public relations and communications practitioners. The PRSK Awards for Excellence are open to members and non – members drawn from business enterprises, associations, private and government bodies and students pursuing public relations studies. The PRSK Awards reflect the level of competitive services offered in the Kenya public relations and communications industry. By submitting entries to the competition, you assent that you have read and agree to abide by these terms and conditions.

## A. GUIDING PRINCIPLES

The PRSK Awards for Excellence are guided by the below principles:

- ≥ Create a platform to honor and recognize outstanding contributions in the public relations and communication management industry in Kenya.
- ≥ Honoring leadership, service, knowledge and practice in public relations and communication management.
- ≥ Promoting the good name, image and reputation of PRSK through open communication about the awards, the selection criteria and judging process.

## B. AWARDS PROCESS AND TIMELINES

	Activity	Date
1	Award Entry Submission Deadline	9 <sup>th</sup> April 2026
2	Judges Awards Review	10 <sup>th</sup> – 24 <sup>th</sup> April 2026
3	PRSK Awards for Excellence Ceremony	To Be Confirmed

## C. ENTRY REQUIREMENTS AND QUALIFYING DATES

All award entries must be submitted to PRSK through its online portal. Entries must be public relations campaigns that were conducted between **1<sup>st</sup> January 2025 and 31<sup>st</sup> December 2025** by an entrant based in Kenya. An entrant may submit an unlimited number of entries.

## D. AWARD CATEGORIES

The following are the open competitive award categories for the 2025 PRSK Awards for Excellence:

### 1. CONSUMER RELATIONS CAMPAIGN OF THE YEAR

This award recognizes the most effective and outstanding campaign that supported the marketing of consumer products or services using public relations and communication. Judges will look at evidence of research, clear objectives, execution, the specific role and overall contribution played by PR in the success of the campaign, evidence-based results of sales or usage, and how the campaign generated awareness of the product through the use of strategic PR planning and execution.

The campaign must demonstrate the following:

- ≥ What did the campaign set out to achieve?
- ≥ Clearly identify target audience/publics as well as budget.
- ≥ Clearly identify tactics and strategies implemented, and why? Was the choice of strategy and tactics influenced by research and analysis?
- ≥ Explain the strategy behind the launch and customer reaction—how did your competitor, media, and other audiences react to the launch?
- ≥ Explain the tactics and strategy behind the exceptional results.
- ≥ How was the success of the campaign evaluated? Did the campaign meet set objectives? How did PR efforts tie into underlying organization objectives?
- ≥ How was evaluation/measurement factored at the various stages? Include metrics used as well as measurement tools. Were there any lessons learned?
- ≥ How did the campaign overcome barriers? What tactics were used and why?
- ≥ Explain your execution on content development and client communication.
- ≥ What did you do differently to set yourself apart? Did you try something new or take any risks?

### 2. CRISIS AND REPUTATION MANAGEMENT

This award recognizes the most effective issues, crisis, or reputational management work by an agency or corporate PR team, or a combination of both. Judges will look at the effective communication in the context of an issue, crisis, or reputational management. The objectives, research, and strategy, as well as the implementation of tactics and how negative impacts were avoided, positive outcomes achieved, and improvements made.

### 3. CORPORATE PUBLICATION OF THE YEAR

This award recognizes corporate publications produced by or on behalf of an organization, printed or electronically produced, that showcase excellence in communication and telling an organization's story to stakeholders. It can be either an internal or external publication and should clearly demonstrate the strategic contribution of public relations professionals, either in-house or external, to meet specific PR objectives. Details of systematic planning and execution should clearly demonstrate the ease of access of key information, conciseness, clarity, and excellence in the use of visual and presentation tools.

#### 4. ESG COMMUNICATION CAMPAIGN OF THE YEAR

This award celebrates the most effective communication campaign that has integrated Environmental, Social, and Governance (ESG) principles to drive organizational goals while creating positive societal or environmental impacts. Judges will evaluate the strategic use of public relations and communications to enhance the organization’s ESG objectives, stakeholder engagement, and demonstrable results.

The campaign must demonstrate the following:

##### Strategic Alignment:

- ≥ How does the campaign align with the organization’s overall ESG strategy?
- ≥ What were the clearly defined objectives tied to the organization’s ESG priorities?

##### Target Audience and Insights:

- ≥ Identify the target audience and how their insights influenced the campaign.
- ≥ What research methods were used to understand audience perceptions and expectations regarding ESG?

##### Campaign Strategy and Execution:

- ≥ Detail the tactics, channels, and messaging utilized.
- ≥ How were ESG principles integrated into the campaign’s design and delivery?
- ≥ Demonstrate creativity and originality in driving engagement with ESG themes.

##### Collaboration and Partnerships:

- ≥ Highlight partnerships with Government Agencies, NGOs, community organizations, or other stakeholders.

- ≥ How did collaboration enhance the campaign’s reach and effectiveness?

##### Impact and Measurement:

- ≥ Provide evidence of tangible societal or environmental impacts resulting from the campaign.
- ≥ Metrics for success: Was there an increase in stakeholder awareness, engagement, or behavioral change?
- ≥ Detail the evaluation process and the tools used to measure outcomes.

##### Overcoming Challenges/ Learning

- ≥ What barriers were encountered during the campaign, and how were they addressed?

##### Innovation and Differentiation:

- ≥ Did the campaign employ innovative approaches to ESG communication?
- ≥ What set the campaign apart from others in the industry?

#### 5. INTERNAL COMMUNICATION CAMPAIGN OF THE YEAR

This award recognizes an outstanding internal communication campaign that has engaged internal stakeholders, such as communicating a merger, change management, rebranding, restructuring, or other issues/problems of an internal communications nature. Judges will recognize excellence in engagement that inspires action and drives the employee experience forward through on-going strategic employee relations to promote organizational objectives.

The campaign must demonstrate the following:

- ≥ What outcomes of engagement reach, satisfaction, and adoption are evident? The outcomes should be supported with

evidence

- ≥ SMART campaign objectives: were the campaign objectives properly linked to the overall organizational objectives, core values, and culture? How was each objective measured?
- ≥ Evidence of inputs and outputs applied for employee engagement, employee satisfaction, and reach were used.
- ≥ How effective were the channels used for internal communication strategy?
- ≥ How effective was the content used within the channels during the internal communication process?
- ≥ What was the overall impact of the campaign on the organization?
- ≥ Which internal communication models/frameworks were used to manage and measure the campaign?

## 6. MEDIA RELATIONS CAMPAIGN OF THE YEAR

This award recognizes the most effective and successful use of media relations in a wider public relations context that meets client and/or campaign objectives. Judges will be looking for clear evidence of strategy and tactics, including creativity and innovation and how it influences and changes behaviour among the target audiences. Entries must display how the campaign met the project objectives.

Does the campaign deliver stories of hope, inspiration, and success to the community? With a simple communications strategy, what well-crafted, heartfelt stories would stick with consumers long past the initial release date? Did the media stories have an effect on the bottom line? What impact did the media strategy have on the overall organization? How well does the media strategy use communication to highlight partners and key stakeholder needs, interests, and concerns? Can the audience get a sense of the touch and feel of the media strategy?

## 6. NOT FOR PROFIT CAMPAIGN OF THE YEAR

This award recognizes the most effective work for or by a charity, voluntary, or non-profit organization for fundraising or in changing/enlisting political, public, or corporate opinion. Judges will be looking out for clear campaign objectives, budget, audience insight, innovative and inventive execution, and evidence-based results. Particularly, attention should be paid to the impact and cost effectiveness of the campaign, and in the case of fundraising activities, to the monies received and the set target.

## 7. NEW MEDIA PR CAMPAIGN OF THE YEAR

This award recognizes the most successful campaign in the creation of omni-channel digital content across different digital platforms and devices, which enhances meaningful target audience engagement. Judges will look for the best use of digital platforms to execute/support PR campaigns across multiple channels or in one particular channel where the campaign excelled. Judges will also look at clear research, approach, and execution with tangible results of digital strategies across platforms; the campaign must provide evidence of analytics.

## 8. PARTNERSHIP ENGAGEMENT INITIATIVE OF THE YEAR

This award recognizes private and public sector agencies—government ministries, departments, parastatals, and local authorities—for collaborating across skills and geographies to create tangible success for a campaign/project. Judges will be looking at a campaign that successfully integrates a number of private and public sector organizations working in partnership to achieve a joint goal.

## 9. PUBLIC AFFAIRS CAMPAIGN OF THE YEAR

This award recognizes the most effective use of PR to change/enlist political and/or public opinion utilizing public affairs tactics. Judges will be looking for evidence of work in research, media relations, grassroots community activity, lobbying, and the distinct role and evidence-based results of public affairs and lobbying. The campaign must demonstrate the following:

- ≥ Evidence of tactics of how the campaign handled core issues and interacted with government, legislators, and interest groups.
- ≥ Did the campaign bring about a significant change in communications and government engagement strategy?
- ≥ How did the campaign advance new legislation, policy development, or public education?
- ≥ Was the campaign publicized across the widest spectrum of audiences, including government, media, and the public?

## 10. PUBLIC SECTOR CAMPAIGN OF THE YEAR

This award recognizes the successful use of PR by public sector agencies—government ministries, departments, parastatals, and local authorities. This award will be given for the most effective campaign or communications programme on a single topic, e.g., health, road safety, crime, etc. Judges will be looking for evidence of work in research, clear objectives, innovative ideas and execution, and evidence-based results and evaluation.

## 11. PR EVENT OF THE YEAR

This award recognizes the most effective and innovative PR/communication strategies and striking PR events of the year. Judges will look at the event's strategy effectiveness, including messaging, target audience, event size, event activities, cost breakdown, and whether it was part of a campaign or a stand-alone project. The standout event must demonstrate the following:

- ≥ Did the event create a positive and refreshing brand image?
- ≥ How did the event create stakeholder engagement? What aspects of stakeholder communication were used to drive stakeholder engagement?
- ≥ What was the event tagline, and what special experience did the event offer guests?
- ≥ How was content curated and shared within social media platforms for the event?
- ≥ Was there significant media exposure and an increase in engagement and followers?
- ≥ What did you do differently to set yourself apart? Did you try something new or take any risks?

## 12. SOCIAL INVESTMENT CAMPAIGN OF THE YEAR

This award recognizes a campaign or project that utilizes or integrates social responsibility to promote or enhance corporate reputation, employee retention, and customer loyalty. The judges will look for evidence of research leading to the CSR campaign, clear objectives, execution, and evidence-based tangible benefits to society.



## OVERALL PR CAMPAIGN OF THE YEAR

This award recognizes an entry—from all winning category entries—that exhibited outstanding creativity in public relations as well as campaign outcomes and or impact. It will have demonstrated to the judges the following:

- ≥ Use of public relations and communication research to set campaign objectives. Grounded communication strategies based on SMART objectives and sound evidence.
- ≥ Alignment of the campaign with business/ policy objectives. The linkage of the campaign/ communications activity to the overall organization objective must be clearly demonstrated and come out clearly in the submission/entry. The impact of the campaign on the organization and key stakeholders must be supported with evidence.
- ≥ Strengthened capacity within the organization (including skills, information systems and decision-making).
- ≥ How does the campaign advance the stakeholder relationships the entry describes as essential to the organization? For example, what difference did the communications work make to the internal and/or external stakeholders as well as to the organization?
- ≥ How does the campaign reflect the analysis of key stakeholders' needs and expectations as well as the difference the relationships make to the organization? For example, what analysis of internal and/or external stakeholders did the organization conduct before developing its approach to the challenge? How did this analysis influence the direction the organization selected?
- ≥ How does the communication approach advance these relationships based on objectives and stakeholder needs the entry describes? For example, what outcomes did the communication approach seek to achieve? How did the communications approach impact the stakeholders and the organization?
- ≥ How does this work effectively offer helpful lessons for other communicators around the world? For example, what difference could your approach make to an organization in a different place with a different challenge?
- ≥ How meaningful, original, practical, and lasting would you consider this communication effort? For example, what does your communication approach and the lessons of your program contribute to the advancement of the public relations and communications profession?
- ≥ The campaign needs to have deployed a full 360-degree approach in order to win this category.
- ≥ What did you do differently to set yourself apart? Did you try something new or take any risks?

## PEOPLE CATEGORY AWARD

**1.**

YOUNG  
COMMUNICATOR  
OF THE YEAR

This award recognizes full-time undergraduate students pursuing public relations or related courses who display vision to advance the PR profession. Entrants will be required to design a public relations campaign based on a theme of their choice. The entrants must attach a letter of proof from their learning institution with their entries. Group entries will not be accepted. Interpretations will be judged based on: originality of concept, initiative, drive, excellence pursuit; understanding of the topic, defining the target audience; formulation of campaign, implementation; budget formulation, communication strategy; measurement criteria of success of the campaign; overall creativity, research carried out; and grammar usage and illustrations.

**2.**

YOUNG PR  
PROFESSIONAL OF  
THE YEAR (IN-HOUSE)

This award recognizes PR professionals within in-house departments who turn 28 years old or under 28 as of 31st December 2025. Nominations are accepted from employers, who should include details of the nominee's career history, their exact age, and professional qualifications. Judges will look for evidence of outstanding achievements in handling PR campaigns, showing strategic skills and creativity, relevance to briefs, and results. They will also look for evidence of the nominee's ability and willingness to extend their range of PR skills. Please include client testimonial(s) as support material.

**3.**

YOUNG PR  
PROFESSIONAL OF  
THE YEAR (AGENCY)

This award recognizes PR professionals within PR consultancies who turn 28 years old or under 28 as of 31st December 2025. Nominations are accepted from employers, who should include details of the nominee's career history, their exact age, and professional qualifications. Judges will look for evidence of outstanding achievements in handling PR campaigns, showing strategic skills and creativity, relevance to briefs, and results. They will also look for evidence of the nominee's ability and willingness to extend their range of PR skills. Please include client testimonial(s) as support material.

**4.**

PRSK GOLDEN  
HONOURS AWARD

This non-competitive award recognizes a PRSK member(s) who significantly contribute to advancing PRSK's objectives. It is the Society's highest individual and lifetime achievement award. The member(s) must have made a major contribution to the profession, has inspired fellow practitioners professionally and personally, has increased the common good, and reflected credit on the Society. To avoid conflict of interest, sitting officials and committee members of PRSK are not eligible to receive this award during their term in office. The award will be given at the discretion of the PRSK Council, which will make nominations and endorse such nominations. The award is not contestable. The recipient of this award will exhibit high levels of achievement in the industry; service to the Society through his/her professional achievements; experience and reputation in the profession; effective participation at the Society's activities; recognition through awards and accomplishments of relevance; and finally, displaying leadership qualities in the Society. Entrants are welcome to make nominations to the PRSK Council.

**5.**

PRSK SHEPHERD  
HONOURS AWARD

This non-competitive award given at the PRSK's Council discretion recognizes outstanding support rendered by any organization towards the development agenda of the Society and, by extension, the public relations industry.



## E. JUDGING CRITERIA

All the other competitive entries will be evaluated based on their competence in the following areas.

Section	Key Issues	Max. Score
Background Statement	<ul style="list-style-type: none"> <li>≥ Has the entry provided an introductory statement about the organization for which the campaign was conducted? Case study background</li> <li>≥ An introductory statement should tell us in brief about you as an organization. If there is no information about the organization for whom the entry is being made, you lose all the two marks. <i>(It's either that you have introduced your organization or you have not, to earn the two marks)</i></li> </ul>	2
	<ul style="list-style-type: none"> <li>≥ Has the entry explained why this PR campaign was initiated and its strategic importance to the organization?</li> <li>≥ Does the agency have a clear sense of what it is trying to accomplish through its communication and engagement efforts?</li> <li>≥ Are the goals and objectives clearly stated and actionable?</li> <li>≥ Are the campaign PR goals and objectives aligned to the organisational/program goals and objectives? - The expectation here is that one is able to relate the campaign with the strategic goals of the organization and the value it adds to the organization. <i>(You can earn all 3 marks depending on how well you demonstrate that the campaign was deliberately planned and thought out because it has significance for the organization's goals. The scoring can be anything in the range of 1-3).</i></li> </ul>	3
Justification of the Campaign	<ul style="list-style-type: none"> <li>≥ Has the entry stated why it should be considered worthy of an award?</li> <li>≥ This is the perfect opportunity to show ability for a good pitch. What counts is that there is a clear and deliberate expression of the intention that the campaign sought to achieve and the impact thereof, regardless that there may not be proof at this point other than what is stated. <i>(It is simply your word indicating why the award should be considered, period. If that intention is demonstrated, the entry can scoop all the 5 marks allocated. And if it's not, the judge will have discretion to award on a scale of 1-5.)</i></li> </ul>	5
	<ul style="list-style-type: none"> <li>≥ Has the specific problem or opportunity addressed by the campaign been clearly explained? Sharp and concise, informed by research?</li> <li>≥ The entry should show clearly that there was a gap or a felt need for the campaign to be made and that it was identified and not just an arbitrary decision. The problem or opportunity should be called out, defined, and explained in clear terms, with an effort made to demonstrate in what ways it is a problem or opportunity worth the campaign. <i>(The Judges may exercise professional discretion based on evidence and provide any score on a scale of 1-5 marks depending on how well the problem or opportunity is brought out.)</i></li> </ul>	5

<b>Research</b>	≥ Research methods are clearly identified, chosen methods are appropriate for the project and purpose, and are described clearly and in adequate detail.	2
	≥ Is there evidence that the campaign strategy was informed by research findings? (pre, during or post campaign)	4
	≥ Research results are clearly summarized and demonstrably affected the creation or implementation of project objectives, strategies, or tactics.	
	≥ Is there evidence that the selection of channels was informed by research findings?	4
<b>Planning Process</b>	≥ Are the objectives of the campaign SMARTTT (Specific, Measurable, Attainable, Realistic, Relevant, Targeted and Time Bound) (i.e. is there a measurable criterion for the achievement of short term or long-term outcomes)?	5
	≥ Are the outcomes of the campaign clearly stated? What is the aim of the campaign?	5
	≥ Briefly describe the PR and Communication theory your campaign is aligned to.	3
	≥ Is there a clear campaign action plan (work plan/Gantt chart) that demonstrates creativity and originality?	5
	≥ Clear stakeholder mapping: Have the publics to be reached and actions desired of them been clearly defined?	5
	≥ Demonstrate that key messages are aligned to key stakeholders - Were the messages to be communicated to the publics clearly framed?	5
<b>Execution</b>	≥ Demonstrate how the campaign fulfilled its objectives.	5
	≥ Demonstrate how the communication methods employed were aligned to the communication objectives.	10
	≥ Demonstrate how creativity and originality was executed during the campaign.	5
<b>Evaluation</b>	≥ Provide an M&E plan.	5
	≥ To what extent did your campaign succeed and why	10
	≥ List key lessons learnt from experiences of your campaign	10
<b>Typography and Writing Excellence</b>	≥ Demonstrate excellence in writing and presentation	7
<b>Total</b>		<b>100</b>

Please note that PRSK does not endorse “advertising value equivalency,” “impressions,” or “opportunity to see” as tangible results. PRSK endorses the use of The Barcelona Principles to showcase effective public relations and communication measurement.

Each entry must include an executive summary outlining the problem, insight, strategy, execution, and impact.

Evidence may include analytics, surveys, stakeholder feedback, policy outcomes, adoption metrics, testimonials, screenshots, reports, dashboards, before/after comparisons, behavioural data, participation levels, and organisational performance indicators.

Where digital tools or AI are used, entrants should demonstrate responsible, ethical, and transparent application in line with professional communication standards.

NB: Please pay careful attention to the entry descriptions for additional details on evaluation.

## EVALUATION RUBRIC FOR CAMPAIGN ENTRIES

The judges are looking for a terrific-looking publication with a brilliant narrative and a good tone of voice throughout. Solid objectives underpin its production, with specific content targeted to the audience in both format and delivery. The entry must demonstrate a strong evaluation that shows how the publication achieves the objectives.

≥ Style and creativity (1/3 of score)      ≥ Content (1/3 of score)      ≥ Impact (1/3 of score)

Section	Key Issues	Max Score
Brief, objectives and strategy	The idea, research, and planning: ≥ What is the big idea or theme, and can it be demonstrated to be running through every page? ≥ The purpose of the project is clearly stated, and its importance is clearly established.	4
	≥ What is the main issue/gap/need that has necessitated this publication?	3
	≥ What are the priority areas for this publication?	3
	≥ What are the strategic objectives of the publication?	
	≥ Research methods are clearly identified, chosen methods are appropriate for the project and purpose, and are described clearly and in adequate detail.	3
	≥ What is the contribution or role of public relations professionals in the strategic planning of the publication? Has the strategic input of public relations been clearly demonstrated?	5
	≥ What research tools/methods were used to inform the issue, key messaging, and overall structure and layout of the publication? ≥ At least 2 research methods were utilized and described in adequate detail. ≥ Research results are clearly summarized and demonstrably affected the creation or implementation of project objectives, strategies, or tactics.	5
Strategy, creativity and innovation	≥ How is the use of language? Jargon? Technical? Easy for the reader? ≥ Clear language that easily unpacks difficult information, making it easily understandable.	5
	≥ What is the tone of voice? Does it relate to the targeted audience?	5
	≥ Written for the suitable audience. Mention the target audience. Provide a link for your editorial guidelines.	5
	≥ Visuals: Are the photography and infographics visually appealing (high-resolution pictures) that are informative, helpful, and colorful?	5
	≥ Is there a digital version of the publication with embedded videos, making it a great watch and a great read!	5
	≥ Stakeholder mapping: clearly bring out how the stakeholders were identified and prioritized for this publication. ≥ How relevant is the editorial mandate/policy of the publication to the target readership? ≥ Target audiences or publics are clearly identified and described. ≥ At least 2 specific, measurable project objectives and/or metrics are clearly identified.	5

Delivery and implementation of tactics:	<ul style="list-style-type: none"> <li>≥ How has the delivery of the tactics been executed?</li> <li>≥ Specific tactics are identified, appropriate to the project, and described in adequate detail</li> <li>≥ Resources used to conduct the strategy and work toward objectives are clearly identified and described in adequate detail.</li> <li>≥ A timeline or deadline clearly established, and relevant considerations discussed.</li> <li>≥ At least 2 challenges (internal or external) are described, as well as how they were overcome</li> </ul>	5
	<ul style="list-style-type: none"> <li>≥ Has creativity been showcased? Has the reader been put at the front and center of this publication?</li> </ul>	5
	<ul style="list-style-type: none"> <li>≥ What are the wins/gains for the reader as demonstrated by the publication?</li> </ul>	5
	<ul style="list-style-type: none"> <li>≥ Are the needs, interests, and concerns of the reader reflected in the publication?</li> <li>≥ Is the publication's content (stories, photos, illustrations, cartoons) clearly reflective of its editorial mandate/policy?</li> <li>≥ Use of photos and captions and their appropriateness to the stories they illustrate.</li> </ul>	5
	<ul style="list-style-type: none"> <li>≥ Does the content cover wider community issues of the target audience?</li> </ul>	5
Measurement, evaluation, and impact, including engagement of target readers.	<ul style="list-style-type: none"> <li>≥ How have you measured knowledge acquisition?</li> </ul>	4
	<ul style="list-style-type: none"> <li>≥ Readability of the key messages?</li> </ul>	4
	<ul style="list-style-type: none"> <li>≥ Attainment of publication objectives?</li> </ul>	4
	<ul style="list-style-type: none"> <li>≥ How have you measured the usefulness of the information provided to the end user?</li> <li>≥ Is there provision for clients/readers to engage with the writers through feedback on, or reactions to, the stories published, e.g. via return email address?</li> <li>≥ Did the entrant describe the extent to which goals and objectives were met?</li> </ul>	4
<b>Total</b>		<b>100</b>

## F. AWARDS SUBMISSION RULES

All award entries and supporting documents must be uploaded onto the PRSK Awards Online Platform. The entries file size must not exceed **20 MB**. Entrants are encouraged to upload the award write-up, award supporting documents, and video summary **as INDIVIDUAL FILES (not in zip or any digital archive format)** onto the platform. Should you require assistance, please do not hesitate to contact PRSK via email ([admin@prsk.co.ke](mailto:admin@prsk.co.ke)). All entries must be submitted on the online portal in clearly marked descriptions as below:

1. Complete the online submission form available on the PRSK Awards portal.
2. Upload all required documents in the specified formats (PDF, DOCX). Required Documents:
  - ≥ Award write-up (Word and PDF): 1200 to 1500 words, preferred typeface: Georgia 12
  - ≥ Award supporting materials (e.g., client endorsement letter, photos, videos (20mb per video), media releases and others
  - ≥ Maximum of 15 supporting documents or items
3. Submit entries by the deadline provided.

All confidential information included for the benefit of the judges should be CLEARLY IDENTIFIED as such and will not be disclosed.

All entrants are called to the below additional information:

- ≥ Clients must be made aware in advance of any entries that refer to them, and the judges will require, in a letter, evidence of client endorsement.
- ≥ All submissions become the property of PRSK and will be used for publicity or education purposes. Entries may be used for editorial in the PR Digest. Entries cannot be returned.
- ≥ Organizations or individuals can put in the same campaign across different categories, i.e. ABC Product Launch, Media Relations, and Event of the Year Category. Additional entries of the same campaign across other categories will attract a 50% charge and not the full entry fee.
- ≥ The judges may move an entry to another category if they deem it appropriate.
- ≥ The Judges' decision shall be final, and there will be no appeal. By entering this award, the nominee has accepted the rules and conditions of the award without any reservations.
- ≥ If a worthy recipient is not identified for any particular award, the award is not given. Where a category attracts only one entry, the campaign will be declared a winner if it attains a 80% and above weighted score.
- ≥ For the competitive fields, please indicate the category under which you wish your entry to be considered in the entry form.
- ≥ Organizations or individuals may enter any number of categories as they see fit.

## G. AWARDS PRESENTATION

The 25th PRSK Excellence Awards will be presented in Nairobi. The specific date for the event will be communicated in due course.

The judges' verdict in each category will be revealed at the Gala event. Only the winning entries will receive a custom-designed PRSK trophy and certificate. Winners may later request for duplicate trophies at a fee. A certificate of participation will be handed to organizations that do not emerge as winners.



## H. AWARD ENTRY FEES

All entries must be accompanied with their respective category entry fees. All payments must be received by April 9<sup>th</sup>, 2026, at 5:00 pm. Entries not accompanied by payments will be returned to the entrant.

### PRSK MEMBERS ENTRY FEE

(For individuals who are members or organizations that have an individual/s who is/are a member of PRSK.)

≥ PR Campaign entry fee (Category 1 – 13)	Kshs. 25,000
≥ Corporate publications entry fee	Kshs. 15,000
≥ Not for profit category entry fee	Kshs. 10,000
≥ Young professionals entry free	Kshs. 1,500
≥ Students award entry fee	Kshs. 1,000

### Non-PRSK Members Entry Fee

(For individuals and companies who are PRSK non-members)

≥ PR Campaign entry fee (Category 1 – 13)	Kshs. 30,000
≥ Corporate Publications entry fee	Kshs. 20,000
≥ Not for profit category entry fee	Kshs. 15,000
≥ Young professionals entry free	Kshs. 2,500
≥ Students award entry fee	Kshs. 1,500

### ADDITIONAL ENTRIES OF SAME CAMPAIGN ACROSS DIFFERENT CATEGORIES

≥ PR Campaign entry fee (Category 1 – 13)	50% of respective entry fee
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### AWARDS FOR EXCELLENCE DINNER FEE

PRSK Members Individual Ticket	Kshs. 5,000
Non Members Individual Ticket	Kshs. 7,000
Corporate Table of Eight—PRSK Members	Kshs. 40,000
Corporate Table of Eight—Non Members	Kshs. 56,000

Please send entry or enquiries to:

Public Relations Society of Kenya, Wu Yi Plaza, Galana Road, P.O. Box 43098 00100 Nairobi

Email: [admin@prsk.co.ke](mailto:admin@prsk.co.ke); [prsk@prsk.co.ke](mailto:prsk@prsk.co.ke) Tel: 020 2626215/217.

The Judge's decision shall be final, and there will be no appeal. By accepting to enter this award, the nominee has accepted the rules and conditions of the award without any reservations.

## JUDGING CRITERIA – PEOPLE CATEGORY (PROFESSIONAL)

### EVALUATION RUBRIC

Section	Key Issues	Max. Score
Profile & Eligibility	<ul style="list-style-type: none"> <li>≥ Clear background of the nominee including education, role, and years of practice.</li> <li>≥ Proof of eligibility such as age, student status, employment, and PRSK membership where applicable.</li> <li>≥ Demonstrated relevance to the public relations and communications profession.</li> </ul>	5
Problem Solving & Strategic Thinking	<ul style="list-style-type: none"> <li>≥ Evidence of strategic thinking in work handled by the nominee.</li> <li>≥ Ability to diagnose communication challenges and propose appropriate solutions.</li> <li>≥ Demonstration of application of PR theory, research, and insight in professional decision-making.</li> </ul>	10
Professional Achievement & Impact	<ul style="list-style-type: none"> <li>≥ Clear examples of campaigns or projects personally led or significantly contributed to by the nominee.</li> <li>≥ Demonstrated results including organizational, reputational, behavioural, engagement, policy, or business impact.</li> <li>≥ Evidence of value creation for employer, client, or community.</li> </ul>	20
Creativity, Innovation & Initiative	<ul style="list-style-type: none"> <li>≥ Originality of ideas and execution.</li> <li>≥ Willingness to try new approaches, tools, or platforms.</li> <li>≥ Demonstrated initiative beyond assigned duties and job description.</li> </ul>	15
Execution Excellence	<ul style="list-style-type: none"> <li>≥ Quality of implementation and professionalism in delivery.</li> <li>≥ Ability to manage stakeholders, timelines, and resources effectively.</li> <li>≥ Communication effectiveness across writing, presentation, digital, and interpersonal platforms.</li> </ul>	15
Leadership & Influence	<ul style="list-style-type: none"> <li>≥ Ability to influence peers, clients, and stakeholders positively.</li> <li>≥ Contribution to team success, mentorship, and collaboration.</li> <li>≥ Evidence of responsibility, accountability, and ethical professional practice.</li> </ul>	15
Contribution to the PR Profession	<ul style="list-style-type: none"> <li>≥ Participation in PRSK and industry forums, research, training, publications, or advocacy.</li> <li>≥ Thought leadership through speaking, writing, mentoring, or community engagement.</li> <li>≥ Demonstrated commitment to advancing the public relations profession in Kenya.</li> </ul>	10
Learning, Growth & Future Potential	<ul style="list-style-type: none"> <li>≥ Evidence of continuous learning and professional development.</li> <li>≥ Reflection on lessons learned and adaptability.</li> <li>≥ Clear trajectory and potential to shape the PR and communications industry.</li> </ul>	5
Writing, Presentation & Supporting Evidence	<ul style="list-style-type: none"> <li>≥ Clarity, structure, grammar, and storytelling quality of the submission.</li> <li>≥ Use of testimonials, portfolio samples, metrics, and documentation.</li> <li>≥ Professional presentation and organisation of supporting materials.</li> </ul>	5
Total		100

## JUDGING CRITERIA – PEOPLE CATEGORY (STUDENT)

### EVALUATION RUBRIC

Section	Key Issues	Max. Score
Profile & Eligibility	<ul style="list-style-type: none"> <li>≥ Clear background of the student including institution, course, year of study, and relevance to public relations and communication.</li> <li>≥ Proof of student status and compliance with entry requirements.</li> <li>≥ Demonstrated understanding of the PR profession.</li> </ul>	5
Problem Identification & Strategic Thinking	<ul style="list-style-type: none"> <li>≥ Ability to clearly define a communication problem or opportunity.</li> <li>≥ Evidence of strategic thinking in diagnosing issues and proposing solutions.</li> <li>≥ Demonstration of application of PR and communication theory, research, and insight in campaign design.</li> </ul>	15
Campaign Concept, Creativity & Originality	<ul style="list-style-type: none"> <li>≥ Strength and originality of the campaign idea.</li> <li>≥ Relevance of the concept to the chosen theme and target audience.</li> <li>≥ Creative storytelling, messaging, and channel thinking that shows innovation and imagination.</li> </ul>	20
Planning Quality & Structure	<ul style="list-style-type: none"> <li>≥ Clarity of campaign objectives and alignment to the problem statement.</li> <li>≥ Logical flow of strategy, target publics, key messages, and tactics.</li> <li>≥ Demonstration of structured thinking through timelines, budgets, and stakeholder mapping.</li> </ul>	15
Execution Design & Practical Application	<ul style="list-style-type: none"> <li>≥ Feasibility and realism of proposed tactics.</li> <li>≥ Appropriateness of channels and content formats.</li> <li>≥ Demonstration that the student understands how campaigns work in real-world settings, not only in theory.</li> </ul>	15
Measurement, Evaluation & Learning	<ul style="list-style-type: none"> <li>≥ Clarity of success indicators and evaluation methods.</li> <li>≥ Link between objectives and measurement tools.</li> <li>≥ Reflection on learning outcomes and what success would look like for the campaign.</li> </ul>	10
Professionalism, Ethics & Industry Awareness	<ul style="list-style-type: none"> <li>≥ Understanding of ethical communication, inclusivity, and responsible messaging.</li> <li>≥ Awareness of the Kenyan communications environment and stakeholder sensitivities.</li> <li>≥ Demonstrated professionalism in approach and tone.</li> </ul>	10
Writing, Presentation & Supporting Evidence	<ul style="list-style-type: none"> <li>≥ Clarity, structure, grammar, and storytelling quality of the submission.</li> <li>≥ Visual presentation, illustrations, and organisation of materials.</li> <li>≥ Ability to communicate ideas persuasively and professionally.</li> </ul>	10
Total		100



— PRSK —  
AWARDS FOR  
EXCELLENCE