IMPORTANT DATES

- Entry deadline: [8 October 2020] 11.59pm UTC + 4:00.
- Please note the entry deadline date is final, and there will be no extensions provided. The system will automatically prevent entry submission after the deadline.
- All entries must be for work substantially completed between 1 October 2019 and the entry deadline (8 October 2020)
- Finalists announced: [w/c 8 November 2020]
- Awards presentation ceremony: [9 December 2020]. A decision on whether to hold a physical or virtual Awards Ceremony will be taken closer to the time and guided by COVID-19 safety measures imposed by the UAE government.

ENTRY COST
Due to the business impacts of COVID-19, MEPRA is providing a 50% discount on all award entries for members. The price per entry is now:

- Members: AED 400 per main entry
- Members: AED 200 per additional entry for same submission in each additional category
- Non-Members: AED 800 per main entry
- Non-Members AED 400 per additional entry for same submission in each additional category

USEFUL LINKS

- MEPRA website: www.mepra.org/awards
- Enter the 2020 MEPRA Awards here: https://mepra.awardsplatform.com

SUPPORT

- If you have any questions on the entry process, please contact the MEPRA Team: Natalie Smith / Natalie@mepra.org / +971 (0) 54 494 0555
  Sabrina De Palma / Sabrina@mepra.org) / +968 (0) 9147 5094
ENTRY GUIDELINES & PROCESS

• The Middle East Public Relations Awards are open to all parties involved in the use of public relations for communication purposes; public relations consultancies, freelancers, in-house communications departments, digital agencies and media owners.

• The submitting company, agency or their client must be headquartered or have an operational base within the Middle East.

• Companies or individuals may submit entries on behalf of themselves or others. It is the entrants’ responsibility to seek and ensure permission has been granted for the right to use the intellectual property of the brand or client entered. For categories recognising the performance of teams or consultancies rather than individuals or campaigns, financial and other figures should relate to your most recent financial year.

• Your entry must be submitted as a two-page PDF. There is no word-count but your entry must be contained to two pages of A4 to qualify. This can be designed as you like, and the judges will welcome creativity in approach. The file should not be larger than 30MB and must be uploaded to the 2020 MEPRA Awards platform https://mepra.awardsplatform.com.

• You will also be asked to submit a 40 word / 280 character description and image for your entry which may be used for publication if shortlisted.

• All entries must be for work substantially completed between 1 October 2019 and the entry deadline (8 October 2020).

• Please make sure all your entry details are entered correctly, including organisation and campaign name, as this will be used in the awards presentation if selected as a finalist.

• You are eligible to enter more than one category for each campaign, as long as the work submitted meets the specific criteria of each category. You will receive a 50% discount on multiple submissions for the same entry.

• Entry fees may be paid by credit card, cheque or bank transfer. An invoice will be issued at time of completing submissions. If your submissions have not been paid for within seven days of close of entry they will not be included for judging, unless otherwise agreed.

• MEPRA’s Executive Director may carry out random due diligence checks on shortlisted entries, which will include confidential verification of information.
SUPPORTING DOCUMENTS INFORMATION

Material may be supplied as follows on the Awards entry submissions platform:

- Upload JPEG or PDF files. Maximum file size is 5MB per piece. A **maximum of three supporting documents** can be uploaded with your entry.
- Video attachments may be hosted on a video site such as YouTube or Vimeo - please remember to provide a password if required. Do not send video via we-transfer or any link which may expire.
- Provide website URL’s to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
- Supporting documents should only serve as background information or to support the main submission, as judges will score each entry based up the main two-page submission. Your entry should be fully explained within the main submission form.
- If you are shortlisted, you will be asked to submit a one page visual summary on your entry, which includes brief details on your entry outlining the **task**, **solution** and **results**. This will be printed and showcased at the MEPRA Awards Gala. This can be submitted as a supporting document with your entry or sent once shortlists are announced but must be sent to MEPRA by no later than 10th November. Static images and text can be used. Size: A1 landscape 59.4 x 84.1cm, format: PowerPoint/PDF.

JUDGING, CONFIDENTIALITY & PUBLICATION

- All judges will sign confidentiality agreements prior to receiving your entries
- Organisations participating in the judging process are encouraged to enter the awards but will absent themselves from any discussion involving their organisation or any organisation in which they have an interest
- Judging criteria is clearly defined within each online entry, including score weighting
- A shortlist of the highest-scoring entries will be selected for each category. In each case, the winner will be the campaign with the highest score.
- An average score will be calculated based on the number of judges for that submission (judges will have to recluse themselves where there is a conflict of interest). 70% is required for an entry to be shortlisted. If there are more than 10 entries which receive 70% or above, only the top 10 will be shortlisted.
- An independent adjudicator will be appointed to review the judging process. This adjudicator will also be available to review any issues raised by entrants.
- The organisers reserve the right to publish submissions from the winners and shortlisted entrants. Where certain information is sensitive, such as budget figures, please mark ‘not for publication
CATEGORIES & SCORING

Best Campaign in [Market]
A campaign implemented in one of the following markets: Bahrain, Egypt, Jordan, Kuwait, Lebanon, Qatar, Saudi Arabia, Oman, UAE and Best Campaign Middle East

Your main submission should include the following:

Identification of Issue & Objective Setting: Score weighting 15%
- Was the issue/challenge identified and explained clearly both from a business and communication perspectives?
- How were the objectives set?
- Were the objectives relevant to the original challenge/issue?

Research & Data: Score weighting: 15%
- What research was done to develop the strategy/objectives
  Was a variety of data from different sources considered?

Strategy & Planning: Score weighting: 25%
- Was there a clear strategy outlined
- What was the rationale behind the strategy?
  Is the tactical plan reflective of the strategy?

Execution: Score weighting 25%
- How faithful was the execution to the original plan?
  Did you or your team demonstrate capable progressive and creative execution where relevant?
- What makes the execution of this campaign stand out?
- How effective were they in overcoming unforeseen challenges?
  Was any paid media used to supplement the campaign?

Results & Evaluation: Score weighting 20%
- What was your evaluation method and why?
- Please include outputs, outcomes, KPIs and metrics (traditional, digital & social)
- If relevant, please highlight any challenges you faced in the evaluation process
 CATEGORY: COVID-19 RESPONSE

• **Best Internal Communications Response During COVID-19**
  Showcasing excellence in employee communications during COVID-19 to keep team members safe and informed.

• **Best Social Impact Campaign in Response to COVID-19**
  Showcasing excellence in external communications which informs communities and helps change behaviours

• **Best COVID-19 Crisis Management**
  Showcasing effective management of an issue or crisis relating to the pandemic.

• **Best Creative Approach During COVID-19**
  Showcasing quick-thinking, creativity and transformation of a campaign following restriction measure imposed for COVID-19

Your main submission should include the following:

**Identification of Issue & Objective Setting: Score weighting 15%**

• Was the issue/challenge identified and explained clearly both from a business and communication perspectives?
• How were the objectives set?
• Were the objectives relevant to the original challenge/issue?

**Research & Data: Score weighting: 15%**

• What research was done to develop the strategy/objectives
  Was a variety of data from different sources considered?

**Strategy & Planning: Score weighting: 25%**

• Was there a clear strategy outlined
• What was the rationale behind the strategy?
  Is the tactical plan reflective of the strategy?

**Execution: Score weighting 25%**

• How faithful was the execution to the original plan?
  Did you or your team demonstrate capable progressive and creative execution where relevant?
• What makes the execution of this campaign stand out?
• How effective were they in overcoming unforeseen challenges?
  Was any paid media used to supplement the campaign?

**Results & Evaluation: Score weighting 20%**

• What was your evaluation method and why?
• Please include outputs, outcomes, KPIs and metrics (traditional, digital & social
• If relevant, please highlight any challenges you faced in the evaluation process
CATEGORY: PEOPLE & TEAMS

• Large Agency of the Year
  For agencies with 21 or more full time employees

• Small Agency of the Year
  For agencies with up to 20 full time employees

Your main submission should include the following:

Contribution to the Industry: Score weighting: 15%
  Examples could include:
  Time or services committed to MEPRA or other industry communities, which has sought
to drive the communications profession forward in the Middle East

Client Retention: Score weighting: 20%
  Examples could include:
  • Proven satisfaction from clients i.e. testimonials
  • Long term client relationships
  • Turnover & retention of clients (%)

New Business / Growth: Score weighting: 25%
  Examples could include:
  • Percentage of revenue growth
  • Examples of new business won
  • Examples of organic growth

Examples of Campaigns / Case Studies: Score weighting: 20%
  • Provide one or more examples of your most creative and impactful campaign(s) with
details of the brief, objectives, strategy, tactics, output, outcomes and budget

People & Culture: Score weighting: 20%
  Examples could include:
  • Satisfaction of employees provided through surveys, reports and testimonials
  • Staff performance examples
  • Turnover and retention of staff
  • Commitment to staff development e.g. how many hours do you commit for training,
    what mentoring programmes are available
  • What policies and structures are in place to ensure you provide an inclusive and diverse
    environment? i.e. through flexible working arrangements, maternity policies, prayer
    rooms etc.
  • CSR initiatives supported by the agency and staff
    Examples of agency-wide awards both local and international
  • COVID-19 Response Measures & Mental Health Support
CATEGORY: PEOPLE & TEAMS

Large In-House Team of the Year
For teams with 6 or more employees

Small In-house Team of the Year
For teams with 5 or less employees

Your main submission should include the following:

Performance: Score weighting: 25%
Examples could include:
- Delivery – project delivery on time and within budget
- Operations – policies, systems, control
- Structure – individuals working well together

Stakeholder Management: Score weighting: 25%
Examples could include:
- Satisfaction – long term relationships, praise from relevant stakeholders (internal or external)
- Systems – procedures, reporting, feedback

Team: Score weighting: 25%
Examples could include:
- Satisfaction of team members, low turnover
- Assessment – structured, regular, transparent
- Development – clear career paths, training, mentoring
- COVID-19 Response Measures & Mental Health Support 5%

Overall: Score weighting: 25%
Examples could include:
- Contribution to organization as a whole
- CSR, community activities
- Passion for their work, for excellence
CATEGORY: PEOPLE & TEAMS

The “Dave Robinson” Awards for Outstanding Young Communicator of the Year (select In-House OR Agency)

To be eligible to enter you must be under 30 years of age (29 and under) at the entry deadline 8th October 2020. Please note, face-to-face or virtual interviews will be conducted with finalists on Wednesday 11th November.

Your main submission should include the following:

Performance: Score weighting: 25%
Examples could include:
- Delivery – projects, activities, within scope, budget
- Operations – follows policies, systems, controls
- Structure – individuals working well together

Stakeholder Management: Score weighting: 25%
Examples could include:
- Satisfaction – long term relationships, praise from clients/colleagues or superiors
- Systems – procedures, reporting, feedback

Team: Score weighting: 25%
Examples could include:
- Relationship with co-workers
- Assessment – from line-managers
- Development – commitment to continuous learning

Overall: Score weighting: 25%
Examples could include:
- Contribution to organization as a whole
- CSR, community activities
- Passion for his/her work, for excellence
CATEGORY: SECTOR & SERVICES

- **Best Sports & Recreational Campaign**
  Showcasing best practice in communications for campaigns relating to sports, and other recreational activities.

- **Best Sustainability Campaign**
  Showcasing excellence in sustainability and/or environmental communications.

- **Best Business to Business Campaign**
  Showcasing excellence in business to business communications for products and services.

- **Best Consumer Goods Campaign**
  Showcasing excellence in business to consumer communications for products (e.g. household products, food & drink, automotive, sportswear, fashion & clothing, toiletry, cosmetics).

- **Best Consumer Services Campaign**
  This category will accept nominations for campaigns on any type of consumer service produced by businesses such as delivery, transport, retail, food service and all other consumer services.

- **Best Corporate Reputation Campaign**
  Showcasing excellence in raising the brand and/or reputation of a private company.

- **Best Crisis Communications / Issues Management Strategy**
  Any campaign that focuses on a conflict/crisis and its successful resolution.

- **Best Internal Communications Campaign**
  Showcasing excellence in employee communications.

- **Best Government Communications & Public Affairs Campaign**
  Showcasing projects on behalf of government agencies or programs on behalf of NGOs or private organizations intended to influence government agencies or public opinion.

- **Best Financial Services Campaign**
  Showcasing of best practice in financial communications from financial institutions, private companies, government agencies or regulatory bodies.
• Best Healthcare Campaign
   Showcasing excellence in healthcare communications including government to business, government to consumer, business to business and business to consumer

• Best Automotive Campaign
   Showcasing excellence in campaigns relating to automakers and automotive parts and suppliers.

• Best Fashion or Beauty Campaign
   Showcasing excellence in campaigns promoting fashion and beauty products and services

• Best Food & Beverage Campaign
   Showcasing excellence in campaigns promoting food and beverage companies

• Best Retail Campaign
   Showcasing excellence in campaigns promoting retail outlets

• Best Travel & Tourism Campaign
   Showcasing excellence in campaigns promoting hotels, airlines, tourism boards.

• Best Energy or Natural Resources Campaign
   Showcasing excellence in communications for energy producers, mining companies and utilities.

• Best Technology Campaign
   Showcasing excellence in campaigns promoting tech products, applications and services

• Best Professional Services Campaign
   Showcasing excellence in communications for law firms, marketing services firms, management consulting firms, etc.

• Best Real Estate or Construction Campaign
   Showcasing excellence in communications for real estate and construction organisations

• Best Transportation & Logistics Campaign
   Showcasing excellence in communications for shipping and logistics, aviation and aerospace and other transportation companies.
• **Best Arts & Culture Campaign**  
Showcasing excellence in communications for arts & culture events or organisations

• **Best Non-profit / Humanitarian / Charitable Campaign**  
Showcasing excellence in communications for organisations in the non-profit / humanitarian / charity sector

• **Best Media Campaign**  
Showcasing excellence in communications for organisations or campaigns in the media sector

**Your main submission should include the following:**

**Identification of Issue & Objective Setting: Score weighting 15%**
- Was the issue/challenge identified and explained clearly both from a business and communication perspectives?
- How were the objectives set?
- Were the objectives relevant to the original challenge/issue?

**Research: Score weighting: 15%**
- What research was done to develop the strategy /objectives
- Was a variety of data from different sources considered?

**Strategy & Planning: Score weighting: 25%**
- Was there a clear strategy outlined?
- What was the rationale behind the strategy?
- Is the tactical plan reflective of the strategy?

**Execution: Score weighting 25%**
- How faithful was the execution to the original plan?
- Did you or your team demonstrate capable progressive and creative execution where relevant?
- What makes the execution of this campaign stand out?
- How effective were they in overcoming unforeseen challenges?
- Was any paid media used to supplement the campaign?

**Results & Evaluation: Score weighting 20%**
- What was your evaluation method and why?
- Please include outputs, outcomes, KPIs and metrics (traditional, digital & social)  
If relevant, please highlight any challenges you faced in the evaluation process
CATEGORY: TECHNIQUES

Best Integrated Campaign
Showcasing excellence in a strong integrated campaign of paid, earned and owned media, with focus on earned media

Best Launch / Live Event / Stunt
Showcasing excellence in professional events

Best Use of Influencers
Any campaign that worked in partnership with media influencers.

Best Use of Digital PR
Showcasing use of digital media to execute or support a PR campaign

Best Use of Sponsorship
Showcasing of best practice in sponsorship or partnership of an event, campaign, group or person including non-financial partnerships

Best Use of Traditional Media Relations (Consumer/Trade)
Showcasing use of earned media to achieve exceptional results

Best Use of Data & Insights
Showcasing best practice in the use of data and insights to develop a successful communications programme /campaign

Best Use of Limited Budget
Showcasing excellence for a communications campaign which was developed and implemented under a budget of US$20,000 or equivalent

Best Use of Video
Best use of video materials in a communications campaign

Best Use of Creative
Best use of creative design or branding in a communications campaign

Your main submission should include the following:

Identification of Issue & Objective Setting: Score weighting 15%
- Was the issue/challenge identified and explained clearly both from a business and communication perspectives?
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Were the objectives relevant to the original challenge/issue?

Research: Score weighting:
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- If relevant, please highlight any challenges you faced in the evaluation process