Entry opening:
1st September 2022 11.59pm GST

Entry closing deadline:
7th October 2022 11.59pm GST

- 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 2021 and the entry deadline 7th October 2022

- Finalists announced: w/c 8th November 2022

- 2022 MEPRA Awards presentation ceremony: 8th December 2022
**ENTRY COST**

**MEPRA** members benefit from the exceptional **20% discount** on all award entries

- **Members:** AED 720 per main entry
- **Members:** AED 360 per additional entry for the same submission in each additional category

- **Non-Members:** AED 1080 per main entry
- **Non-Members:** AED 540 per additional entry for the same submission in each additional category
USEFUL LINKS

MEPRA website:
www.mepra.org/awards

Enter the 2022 MEPRA Awards here:
https://mepra.awardsplatform.com/

SUPPORT

If you have any questions on the entry process, please contact the MEPRA Team:

Dalya Mohamed - dalya@mepra.org
Rym Rahal - rym@mepra.org
The Middle East Public Relations Awards are open to all parties involved in the use of public relations for communications purposes; public relations consultancies, freelancers, in-house communications departments, digital agencies, media owners, students and academia.

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

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 2022 MEPRA Awards platform https://mepra.awardsplatform.com
ENTRY GUIDELINES & PROCESS

You will also be asked to submit a 40 word and 150 word description and an image for your entry which may be used for publication if shortlisted.

You will be asked to upload your organisation's and/or client's logo to be used for publication. The logo must be submitted in a hi-res vector /ai. format.

All entries must be for work substantially completed between 1 October 2021 and the entry deadline (7th of October 2022).

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

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.
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.
· 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, Oman, Qatar, Saudi Arabia, UAE, Lebanon.
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 communications 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: 15%
- Was there a clear strategy outlined?
- What was the rationale behind the strategy?
- Is the tactical plan reflective of the strategy?

**Execution:** Score weighting 15%
- How faithful was the execution to the strategy?
- Did the 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 (including paid influencer and social) used to supplement the campaign?

**Was the campaign a game changer?** 20%
- How did this campaign impact the community or other stakeholders?
- How was this a forward-thinking bold campaign?
- Did the campaign incorporate new technologies or innovations?

**Results & Evaluation:** Score weighting 20%
- What was the evaluation method and why?
- Are there clear outputs, outcomes, KPIs and metrics (traditional, digital & social)?
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.

Best Home-Grown Agency of the Year
For independent agencies established and developed in the Middle East region. Please note this category excludes agencies which are partially or fully owned by international agencies from outside the region.
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.
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
- Creativity and innovation – industry or market firsts, innovative use of technologies, creativity or methodologies, embracing risk and learning from failure.

**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.

**Overall: Score weighting: 25%**
Examples could include:
- Contribution to organization as a whole CSR, community activities.
- Passion for their work, for excellence.
“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 7th October 2022. Please note, face-to-face or virtual interviews will be conducted with finalists on Tuesday 2nd 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,
- Creativity and innovation – industry or market firsts, innovative use of technologies, creativity or methodologies, embracing risk and learning from failure,

**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 – to commitment 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 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 Arts & Culture Campaign
Showcasing excellence in communications for arts & culture events or organisations.

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

Best Retail Campaign
Showcasing excellence in campaigns promoting retail outlets.

Best Transportation & Logistics Campaign
Showcasing excellence in communications for shipping and logistics, aviation and aerospace and other transportation companies.

Best Government Communications & Public Affairs Campaign

Best Travel, Tourism & Hospitality Campaign

Best Financial Services Campaign

Best Healthcare Campaign
Identification of Issue & Objective
Setting: Score weighting 15%
- Was the issue/challenge identified and explained clearly both from a business and communications 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: 15%
- Was there a clear strategy outlined?
- What was the rationale behind the strategy?
- Is the tactical plan reflective of the strategy?

Execution: Score weighting 15%
- How faithful was the execution to the strategy?
- Did the 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 (including paid influencer and social) used to supplement the campaign?

Was the campaign a game changer? 20%
- How did this campaign impact the community or other stakeholders?
- How was this a forward-thinking bold campaign?
- Did the campaign incorporate new technologies or innovations?

Results & Evaluation: Score weighting 20%
- What was the evaluation method and why?
- Are there clear outputs, outcomes, KPIs and metrics (traditional, digital & social)?
Best Sustainability, Social Responsibility or ESG campaign
Showcasing excellence in sustainability and/or environmental communications.

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

Best Use of Thought Leadership
Showcasing a campaign which established a brand, organisation or individual as a clear thought leader.

Best Use of Digital Communications
Showcasing use of digital media to execute or support a PR campaign.
Best Use of 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 Content - Creative, Editorial or Video
Best use of creative, video or editorial materials in a communications campaign.

Best Corporate Reputation Campaign

Best Crisis Communications /Issues Management Strategy

Best Internal Communications or Change Management 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 communications 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?
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Was the campaign a game changer? 20%
- How did this campaign impact the community or other stakeholders?
- How was this a forward-thinking bold campaign?
- Did the campaign incorporate new technologies or innovations?

Results & Evaluation: Score weighting 20%
- What was the evaluation method and why?
- Are there clear outputs, outcomes, KPIs and metrics (traditional, digital & social)?
THANK YOU & GOOD LUCK

For any questions please contact the MEPRA Team

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Rym Rahal  -  rym@mepra.org