



## 2020 Bernays Awards Nomination Form

**ENTRY DEADLINE: MARCH 13, 2020**

(Awards take place Tuesday, April 21 at Delray Beach Golf Club)

Person, Organization, Company or Firm Being Entered for an Award:

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Name of Project or Campaign: \_\_\_\_\_

Entry Submitted By: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Select Category:

\_\_\_\_\_ Best Nonprofit Project or Campaign – Small (*under \$100K*)

\_\_\_\_\_ Best Nonprofit Project or Campaign – Large (*over \$100K*)

\_\_\_\_\_ Best PR Campaign by a Small Company or Firm (*Under 5 Employees*)

\_\_\_\_\_ Best PR Campaign by a Large Company or Firm (*5+ Employees*)

\_\_\_\_\_ Best Social Media Campaign (*Nonprofit*)

\_\_\_\_\_ Best Social Media Campaign (*For profit*)

\_\_\_\_\_ Best Special Event

\_\_\_\_\_ Best Crisis Communications

\_\_\_\_\_ Best Marketing Material (*Print, Internal or External*)

\_\_\_\_\_ Best Marketing Material (*Digital/Video, Internal or External*)

\_\_\_\_\_ Solo Practitioner of the Year\*

\_\_\_\_\_ Agency of the Year\* (2+ employees)

**\*NEW CATEGORIES – CRITERIA ON PAGE 3**

## Requested Information

(Solo Practitioner and Agency of the Year Award forms on the following page)

1. Name of the project, campaign and/or client (maximum 50 words)
  
2. Brief description of the client or organization (maximum 250 words)
  
3. Goals and objectives of the campaign or project (maximum 250 words)
  
4. Description of how the project was implemented (maximum 250 words)
  
5. Results: How they were measured, and how they met the specific objective of the project or campaign (maximum 250 words)
  
6. Please summarize the PR campaign and results in 3 short bullet points:
  - \*
  - \*
  - \*

Please send DropBox or GoogleDocs link with all documentation to [julie@thebuzzagency.net](mailto:julie@thebuzzagency.net) no later than **March 13, 2020**.

**Submission should include:** PDF of Nomination form and a maximum of six (6) supporting documents relevant to your nomination (including press clips, images, analyses, etc.)

# SOLO PRACTITIONER AND AGENCY OF THE YEAR NOMINATION CRITERIA

Bernays seeks to recognize high-performing individuals and teams/agencies that effectively support clients' communications objectives.

Public Relations agencies with two or more employees, and Independent, Solo Practitioners are eligible for these awards. Following is the criteria:

- Effectively communicates and manages client expectations, and consistently delivers results that meet and/or exceed these expectations
- Demonstrates consistent innovation and tangible success on behalf of clients
- Continuously serves as an ambassador of the public relations industry
- For agencies: Works as a cohesive unit supporting one another creating strong professional relationship

Please upload a two-page summary with specific examples of how the team or solo practitioner meets the required criteria. Be sure to be specific about what you've done, how you've moved the needle, etc. You may also attach two letters of recommendation.

## Submission Fees

### ***For Individual Members (\$50 Level):***

If you have already paid for your **2020 Individual membership** in GCPRC, the submission cost is **\$10 per nomination**.

If you have NOT yet paid for your **2020 Individual membership**, the cost is **\$60** for the first entry, and **\$10** for each additional entry.

### ***For Individual Premier Members (\$100 Level):***

If you have already paid for your individual **2020 Premier membership** in GCPRC, the submission cost is **FREE** for your first entry, and **\$10** for each additional entry.

If you have NOT yet paid for your individual **2020 Premier membership**, the cost is **\$110** for your first entry, and **\$10** for each additional entry.

### ***For Group Members (\$150 Level):***

If you have already paid for your **2020 Group membership** in GCPRC, the submission cost is **FREE** for your first **two** entries, and **\$10** for each additional entry.

If you have NOT yet paid for your **2020 Group membership**, the cost is **\$160** for your first **two** entries, and **\$10** for each additional entry.

For **Non Members of GCPRC**, the submission cost is **\$60 per entry**, which includes the cost of one individual membership in 2020.

If you have any questions about the **2020 Bernays Awards**, please contact **Julie Mullen** at [julie@thebuzzagency.net](mailto:julie@thebuzzagency.net).

## **14th Annual Bernays Awards Luncheon**

**Tuesday, April 21, 2020 / 11:30 a.m.**  
**Delray Beach Golf Club**  
**2200 Highland Avenue, Delray Beach, FL 33445**

***\$45 for GCPRC Members***  
***\$50 for Nonmembers***

## **2020 Bernays Awards**

The annual awards program of the GCPRC is named in honor of **Edward J. Bernays**, the father of public relations. The awards recognize outstanding performance and campaigns by members of the **Gold Coast Public Relations Council**, South Florida's largest independent organization of PR & Marketing professionals.

### **Submission Requirements & Fees**

- + All entries must be for work done between **January 1 – December 31, 2019 ONLY**.
- + Each entry may be submitted in only one award category. The same entry *may not* be submitted in multiple categories.
- + All nominations must be received **no later than March 13, 2020**.

An invoice will be emailed upon receipt of the Bernays Application (entry) and must be paid in full no later than March 31, 2020 or the nomination will be eliminated from consideration.