INFORMATION SERVICES DEPARTMENT

5TH GOVERNMENT PUBLIC RELATIONS EXCELLENCE (GoPREX) AWARDS

OFFICIAL ENTRY AND NOMINATION SUBMISSION FORM

GUIDELINES:
Please complete all sections of this form accurately. Ensure that your responses directly address the criteria outlined. This document, alongside your supporting **Evidence Portfolio**, must be submitted to the Assessment Sub-Committee via **goprex.awards@gmail.com**.

SECTION 1: NOMINEE PROFILE:

- **Full Name of Nominee /Unit:**
- **Current Job Title / Designation:**
- **Ministry/ Department /Agency/RCC/MMDA/Mission:**
- **Sector (e.g. Economic, Social, Missions etc):**
- **Professional Body Membership:**
- **Email Address:**
- **Phone Number:**

SECTION 2: AWARD CATEGORY SECTION

AWARD CATEGORY: BEST ADMINISTRATIVE SECTOR PUBLIC RELATIONS OFFICER

Criteria:

- **Internal Communication Mastery:** Fostering seamless alignment, staff morale, and clear corporate governance messaging within deep organisational structures.
- **Service Delivery Advocacy:** Clarifying and streamlining public inquiries concerning government or organizational bureaucracy.

Give an example of a complex public procedure or policy that you successfully simplified through clear communication materials (e.g., guides, FAQs, or infographics). What was the impact on public enquiries?
(100 words)

Tell us about a time when administrative delays or red tape caused widespread public confusion or frustration. How did you manage public expectations while working with internal departments to resolve the root cause?
(100 words)

How did you track whether the public actually understood your organization's services and procedures, and how did you use that data to refine your communication? (*100 words)*

What were the goals and objectives that guided your public relations/communications plan? *(50 words)*

Who were your target audience/stakeholders and action desired of them *(100 words)*

What strategies, tactics and creative communications approaches did you use? *(100 words)*

What tangible results/outcomes were achieved through your public relations/communications strategies? *(100 words)*

- **Provide relevant documents and information that support your application for the award**

SECTION 3: ENDORSEMENT OF NOMINATION BY INSTITUTION

Name of Chief Director/Head of Department/Agency/RCC/MMDA/Mission:

Ministry/Department/Agency/ RCC/MMDA/Mission:

Email Address:

Signature:

Date: