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 IN CRISIS MANAGEMENT

Criteria:

- Successfully leading an institution to navigate a crisis by executing a communication strategy that engaged relevant publics which ensured resolution of crisis which enhanced the image of the institution.

Describe a major crisis your institution faced this year. What was the core communication strategy you designed and led to bring the situation under control? *(100 words)*

Who were the most critical internal and external publics affected by the crisis, and how did you tailor your messaging and channels to reach each group effectively? *(100 words)*

What specific communication interventions marked the turning point in resolving the crisis and restoring normal institutional operations? (*100 words)*

Beyond simply ending the crisis, how did your communication strategy leave the institution's public image stronger or more trusted than before? *(150 words)*

What evidence such as sentiment shifts, media coverage analysis, stakeholder surveys, or restored partnerships proves that the institution's reputation recovered and improved? *(100 words)*

What permanent changes, crisis manuals, or early-warning systems did you put in place afterward to ensure the institution is better prepared for future threats? *(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: