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: PUBLIC RELATIONS OFFICER OF THE YEAR

Criteria:

- **Strategic Impact:** Measurable outcomes of Public Relations campaigns that directly supported organisational or client goals
- **Innovation & Creativity:** Originality in storytelling, digital content creation, and leveraging new communication technologies or channels.
- **Stakeholder Relations:** Strength of relationships built with media houses, internal teams, investors, and the general public.
- **Ethical Standards:** Commitment to transparency, truthfulness, and journalistic integrity in all communications.

Describe a flagship public relations/communications campaign executed in the year under review *(100 words)*

Provide details about the problem or opportunity you addressed *(100 words)*

Describe how you conducted systematic research to understand the situation (*100 words)*

What were the goals and objectives that guided your public relations/communications planning? *(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? *(150 words)*

How did you implement/execute your communications plan and how did you address challenges faced? *(200 words)*

What tangible results/outcomes were achieved through your public relations/communications strategies? *(200 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/ RCC/MMDA/Mission

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

Email Address:

Signature:

Date: