

# PRSI *National Awards 2012*

PRSI Awards are acclaimed as one of the most premier and prestigious recognitions of outstanding work and contributions in the field of Public Relations and Communications. The Awards programme will be an integral part of the 34<sup>th</sup> All India Public Relations Conference that will be held in the 'APPLE CITY' of Shimla in Himachal Pradesh from 29th September to 1st October, 2012.

Public Relations practitioners from Corporates, Advertising Agencies, PR Consultancies, Academic Institutions, NGOs, Event Management firms across the country are invited to present their praiseworthy work.

The entries published between October 2011 to August 2012 should be sent in the prescribed Performa (see annexure) along with the requisite entry fee.

All the entries in Duplicate need to be sent before 31<sup>st</sup> August 2012 to:

**Dr. Ajit Pathak**

***National President, PRSI***

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Participation fee of Rs. 2500/- per entry (to be paid in form of or demand draft in favour of "Public Relations Society of India (National Council)", payable at New Delhi) need to be sent along with the entries.

# PRSI National Awards – 2012

## Categories

### House Journals[English/Hindi]

Name of the Journal:  
Organization:  
Editor:  
Periodicity:  
Cost per copy:  
Target Audience:

### Newsletter [English/Hindi]

Name of the Journal:  
Organization:  
Editor:  
Periodicity:  
Cost per copy:  
Target Audience:

### Corporate Brochure

Name of the Journal:  
Organization:  
Editor:  
Periodicity:  
Cost per copy:

### Corporate Website

Organization:  
Web Manager:  
Objective of the e-initiative:  
Major Achievement:

### Special / Prestige Publication

*(one-time publication like coffee-table book, commemorative publication, etc)*

Name of the Journal:  
Organization:  
Editor:  
Occasion for Publishing:  
Cost per copy:

### Crisis Communication

*(Case Paper to be submitted)*

Organization:  
Crisis situation:  
Crisis communication strategy:  
Success / Learning:

### Event Management

Organization:  
Target Audience/Participants:  
Event Cost / Achievements /Major Highlights:  
Publicity Gained:

### Public Relations in Action

*(Case Study competition on successful PR for product launch, rebranding, brand building, change management, etc.)*

### Corporate Film [English/Hindi]

Theme of the film:  
Target Audience:  
Film produced by:  
Cost of Production:  
Success:

### Annual Report

Organization:  
Theme:  
Cost per copy:

### Corporate Social Responsibility

Organization:  
CSR Project:  
Investment made:  
Impact / Learnings:

### e-Newsletter

Name of the e-newsletter  
Organization  
Editor  
Periodicity  
Cost per issue  
Target Audience:

### Social Media for PR and Branding

Organization:  
Social Media used:  
Purpose:  
Communication Strategy:  
Impact /Earnings:

### Communication Research

*(Research Paper to be submitted)*  
Research Area  
Target population  
Results/Learnings/Recommendations:

### Environmental Campaign

Organization:  
Project:  
Investment made:  
Impact / Learnings:

34<sup>th</sup> All India Public Relations Conference

29th September to 1st October, 2012 | SHIMLA

Theme: 'Communication Strategies for Travel and Tourism'

[www.prsi.co.in](http://www.prsi.co.in)