

# CELEBRATING EXCELLENCE

## PRSI National Awards - 2010

PRSI Awards are acclaimed as one of the most premier and prestigious recognitions of outstanding work and contributions in select fields of PR communications. The Award Programme will be an integral part of the 32<sup>nd</sup> Public Relations Society of India Conference that will be hosted in Kolkata, dubbed as the cultural capital of India with a nonpareil intellectual tradition.

Organizations and individuals are requested to send the entries for the following categories of Awards. Each category will present three toppers namely First, Second and Third from the entries that will be evaluated by a panel of renowned experts.

The entries published between December '09 & September '10 should be sent in the prescribed proforma (See annexure)

### Categories:

**House Journal** (English/Hindi) | **Bulletin** (English/Hindi) | **Corporate Brochure** | **Corporate Website**

**Mass Awareness Campaign** (Open for Corporates & Advertising Agencies)

**Corporate Communication** (Open for Corporates & Advertising Agencies)

**Event Management**

(Open for Corporates, Event Managers, PR Consultants & Advertising Agencies)

**Public Relations in Action**

(Case Study competition open for all corporates, PR Consultants & Advertising Agencies)

**Corporate Film**

**Annual Report**

**e- Newsletter**

Entries in duplicate should be sent on or before November 10, 2010 to

**Dr. Ajit Pathak**, National President, Public Relations Society of India

C/O Indian Oil Corporation Ltd., Scope Complex, Core-2

7, Industrial Area, Lodhi Road, New Delhi - 110 003, E-Mail: [drajitpathak2002@yahoo.com](mailto:drajitpathak2002@yahoo.com)

Mobile: +9899000565, Ph: +91-11-24361533

A DD of INR 2500/- as Entry fees to be sent in favour of

"Public Relations Society of India" (National Council) payable at New Delhi for each Entry



**Kolkata**  
**December**  
**16-18, 2010**

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## PRSI National Awards - 2010

### House Journals

[English / Hindi ]  
Name of the Journal:  
Organization:  
Editor:  
Periodicity:  
Cost per copy:  
Target Audience:

### Bulletin

[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:  
Target Audience:

### Corporate Website

Organisation  
Web Manager  
Objective of the e-initiative  
Major Achievement

### Mass Awareness Campaign

(Open for Corporate and Advertising Agencies)  
Organisation:  
Subject of the Campaign:  
Media:  
Success of the Campaign:  
(Provide evidence/supporting documents/justification)

### Corporate Communication

(Open for Corporate and Advertising Agencies)  
Organisation:  
Subject of the Campaign:  
Media:

### Event Management

(Open for Corporates, Event Managers, PR Consultants & Advertising Agencies)  
Organisation:  
Target Audience/ Participants:  
Event Cost/Achievements/ Major Highlights:  
Publicity Gained:

### Public Relations in Action

(Case Study Competition for all Corporates, PR Consultants & Advertising Agencies)

### Corporate Film

[English / Hindi ]  
Theme of the Film:  
Target Audience:  
Film produced by:  
Cost of Production:  
Success in Reaching Target Audience

### Annual Report

Organisation:  
Theme:  
Cost per Copy:

### e-Newsletter

Name of the e-Newsletter  
Organisation:  
Editor:  
Periodicity:  
Cost per copy:  
Target Readers:



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