

# BEST PR LEADER

## 2022 WCFA REGIONAL AWARDS



Judges will read and pre-score all entry forms, considering any supporting visuals and the compliance of all entry rules and terms (*page 2*).

Judges will be asked to give a score for each criteria, as listed below. These will be combined to give an overall score for each entry.

All judges pre-scores will then be combined, and the highest scoring entries will determine the shortlists.

### JUDGING CRITERIA

#### 1. Achievement (0-10 points)

What have they achieved to this date?

#### 2. Professional development (0-10 points)

What are they doing for continuous professional development to improve themselves?

#### 3. Innovation (0-10 points)

How are they innovating for themselves and the profession?

#### 4. Contribution (0-10 points)

How are they contributing to the development of the profession?

#### 5. Society (0-10 points)

How are they contributing to broader society and the community?

*\*All material will remain confidential to the judges. All judging discussions are confidential and will not be shared or discussed with anyone outside of the judging panel ahead of the ceremony or thereafter.*

# RULES AND TERMS OF ENTRY

1. The awards are open to participants across the world working in any sector.
2. Jury members can participate but cannot score their own entries.
3. There is no official format provided for entries, allowing you to be as creative as you wish.
4. All entry forms must be completed in ENGLISH.
5. Entries must not exceed the word count of 1,000 words. Longer entries will be automatically eliminated.
6. Entries must be presented in one file (doc, pdf, ppt). Videos, photos, and URL links must be included in the file.
7. Entries must be received prior to the submission deadline. Entries received after the submission deadline will not be accepted.
8. There is no restriction on the number of entries or categories for which entries may be submitted. Each entry needs to be on a separate form. A fee will be charged for each entry.
9. One project can be submitted to an unlimited number of categories. Each new category for the same project requires an additional standard fee.
10. Unlimited number of projects can be submitted to one category. Each new project for the same category requires an additional standard fee.
11. Entries that do not comply with the Barcelona Principles receive zero scores for results and impact.
12. Award winners and finalists will be announced during the awarding ceremony.
13. By entering the Awards, all entrants have agreed to allow the details of their entry to be shared with the judges and representatives of WCFA.