

## Prism Awards open entries for virtual 2021 event

Entries to the Prism Awards are officially open and the search for the best campaigns for the 2020 period is now on with a special entry-fee free award for Covid-19 campaigns.

“We want to recognise how difficult Covid-19 has been for the communication industry by creating an entry-fee free award that recognises work that was created during this challenging period. We’re looking for stand out, well implemented campaigns that solved a specific Covid-19 problem for clients or society,” said Palesa Madumo, convenor of the Prism Awards.



The 2020 awards were virtual as a result of the pandemic and South Africa’s hard lockdown and the awards committee has decided to once again have the 2021 awards and judging process virtually. “As part of the continuous improvement strategy for the awards, this year, we’re investing in developing a unique online platform to ensure the judging process is easier and more efficient and secondly, investing in the Prism Young Voices programme,” Madumo continued.

The Prism Awards panel of judges is made up of experts from the business, marketing and public relations industry who are joined annually by 10 young judges who are mentored as part of the Prism Young Voices initiative that offers mentorship and peer-to-peer training to the group.

The Prisms, a proud flagship programme of the Public Relations Institute of Southern Africa (Prisa), aimed at servicing members and consultants, are open to individuals, companies, students, consultancies, and NGOs, who have created exceptional public relations campaigns for their clients.

Categories for the awards range from Financial Services, Business-to-Business, Healthcare, Technology, Travel and Tourism, Public Affairs, NGO Campaign, Corporate Responsibility to Public Relations on a Shoestring and many others.

The entries for the 2021 awards will include work that was completed between 1 January 2020 – 31 December 2020 and will close on 5 February 2021 at 5pm.

*For more information on how to enter, please go to [Prism-Awards.co.za](https://www.prism-awards.co.za). Follow the Prism Awards on Twitter [@theprismawards](https://twitter.com/theprismawards) #PrismAwards2021.*

For more, visit: <https://www.bizcommunity.com>