

IPR Ghana
Public Relations &
Communications Excellence
Awards



Call for
Entries

IPR Ghana

PR & Communications Excellence Awards

Every year, the Institute of Public Relations (IPR) Ghana Excellence Awards celebrates the best of the best of Ghana's public relations (PR) and communications industry. The Awards are open to all parties involved in the practice and use of PR and Communications: PR Consultancies, Freelancers, in-house communications departments of Government and Non-Governmental agencies. IPR Ghana invites entries for the upcoming PR & Communications Excellence Awards.

- **Call for Entries** – Saturday, 20th September 2025
- **Submission Deadline** – Monday, 13th October 2025

Award Categories

General

1. Best Community Relations Programme of the Year

Planned and executed effective relationship strengthening community relations leveraging PR strategies which yielded demonstrable results within 2023 - 2024. Was recognised for a PR campaign that helped engage a community in some specific way.

2. Best in Crisis & Issues Communications

Showed leadership in a situation perilous to an individual, cause or corporate brand within 2023 - 2024; effectively executed a carefully calibrated plan to engage key stakeholders and positively influenced the narrative; ensured a mutually satisfactory resolution and used the situation to enhance a (corporate) reputation.

3. Best in Non-Profit Communications

Planned and executed effective relationship strengthening communications with PR strategies which yielded demonstrable results within 2023 - 2024.

4. Best Promotional Event

A single best event in terms of planning, execution and follow-through to promote an organisation, product or cause within 2023 - 2024.

5. Best in Technology

Effectively used cutting edge technology to achieve PR objectives in a cost efficient and high impact manner within 2023 - 2024.

6. Best in Environmental & Climate Change Communications

Effectively used an integrated communications and engagement approach within 2023 - 2024 to garner stakeholder buy-in on climate and environmental change issues and drive ESG and sustainability performance. Triggered actions on safeguarding the environment by convincing a hitherto skeptical or apathetic public of the reality of climate change

7. Digital and Social Media Communications Campaign of the Year

Best PR campaigns on social media within 2023 - 2024.

8. Corporate Communications

This award recognises organisations that have implemented comprehensive communications programmes during within 2023 - 2024 and have demonstrated exceptional skill in enhancing their organisations' reputation and business performance while building mutually beneficial stakeholder relationships through strategic, integrated communications approaches. The winning entry will showcase excellence in reputation management, impactful social impact programmes, creative media integration, and stakeholder engagement across multiple channels.

- *For excellence in enhancing a company's reputation through communications.*
- *Integration of traditional and new media*
- *Internal Communications and External communications*
- *For the creative integration of traditional and social media in a PR campaign.*
- *Reputation and brand management*
- *For the creative positioning of a company image or brand.*
- *For a PR campaign demonstrating excellence in corporate social responsibility.*

9. PR Campaign of the Year

Recognises the effectiveness of PR strategies employed in a campaign in support of a major initiative in Ghana within 2023 - 2024. The design and delivery of the campaigns projected the strategy and effectively promoted a product/service, an Organisation and its brand or a public figure.

The submission demonstrated how Public Relations/Communications can be employed as tools for generating knowledge and mobilising relevant stakeholders for action. It presented a problem and the journey to managing the problem through PR, showing clear results.

10. PR Organisation of the Year (Public Sector)

Demonstrated leadership; applied current best PR practice; innovative, and the most effective in Public Sector Communications within 2023 - 2024.

11. PR Organisation of the Year (Financial Sector – Banking, Non-Bank, Finance house, Insurance etc.)

Demonstrated leadership; applied current best PR practices; innovative and the most effective in Financial Services Communications within 2023 - 2024.

12. PR Organisation of the Year (Telecommunications)

This award will measure how the use of effective Public Relations strategies and principles, built awareness, enhanced company image and generated adequate business for a telecommunications company (Mobile Network Operators) within 2023 - 2024.

13. PR Organisation of the Year (Telecommunications – Allied and Support Services)

This award will measure how the use of effective Public Relations strategies and principles, built awareness, enhanced company image, and generated adequate business for telecommunications, allied, and support services companies within 2023 - 2024.

14. PR Organisation of the Year - Commercial (Profit-Making)

The award will measure how the use of effective Public Relations strategies and principles, built awareness, enhanced company image, and generated increased business for a profit-making (commercial) company within 2023 - 2024.

15. PR Organisation of the Year (Manufacturing and Industries)

This award will measure how the use of effective Public Relations strategies and principles, built awareness, enhanced company image and generated increased business of a manufacturing and industrial company within 2023 - 2024.

16. PR Organisation of the Year (Extractive Sector)

The award will measure how the use of effective Public Relations strategies and principles, built awareness, enhanced company image and generated more community acceptance and increased business of the company in the extractive sector within 2023 - 2024.

17. PR Organisation of the Year (Energy and utilities - Energy)

For PR campaigns undertaken in the energy, oil, or utilities sector within 2023 - 2024.

18. PR Organisation of the Year (Healthcare - Health)

For PR campaigns undertaken in the pharmaceutical or healthcare industry within 2023 - 2024.

19. PR Institution of the Year (Academic)

This is awarded to the academic institution that has demonstrated exceptional leadership in advancing the public relations and communications profession in Ghana and beyond. This category recognises excellence in curriculum development, impactful training, pioneering research and thought leadership that drives innovation and elevates professional practice during 2023-2024.

20. Most Outstanding PR Agency (PR Consultancy of the Year)

Planned and implemented high results PR programmes and activities built on carefully considered strategies within 2023 - 2024; extended the frontiers of PR practice and knowledge in Ghana; provided thought leadership; entrenched the application of relevant metrics and demonstrated a clear link between PR and value creation.

21. Most Outstanding Student Chapter

Demonstrate high impact on student members, activities undertaken and outcomes.

Personality Awards

22. PR Discovery of the Year

A registered practitioner with less than 5 years' experience who has demonstrated ability, capacity and showed tremendous professional development. Recognised and respected by Public Relations Professionals and key stakeholders.

23. Internal Communicator of the Year

Offered leadership that drove excellent internal engagement, leveraging effective PR strategies; provided quality guidance and counsel to management, respected and considered an important asset to the organisation; used cutting-edge technology for effective internal communications; maintained effective and vibrant internal communications channels. Innovative and results oriented professional who delivered relevant, quality, and quantifiable value that protected and/or added to the bottom line.

24. PR Lifetime Achievement Award

All registered members are eligible to nominate one person only. The PR Lifetime Achievement Award recognises an individual who has made a significant and lasting contribution to the practice and profession of Public Relations in Ghana.

The eligibility criteria for this *PR Lifetime Achievement* award are as follows:

1. Membership Status

- The nominee must be a fully registered and active member of the Institute of Public Relations, Ghana (IPR, Ghana) in good standing
- The nominee must have held senior leadership roles in the field of Public Relations, influencing best practices and mentoring the next generation of PR professionals

2. Impact and Legacy

- The nominee must have a proven record of impactful PR campaigns, initiatives, or programmes that have positively shaped perceptions, built trust, and contributed to societal or organisational advancement

3. Recognition and Contribution to IPR Ghana

- The nominee must have contributed significantly to the development of the Institute of Public Relations, Ghana, through thought leadership, advocacy, or service on boards and committees

4. Ethics and Integrity

- The nominee must exemplify high ethical standards and integrity in their professional practice

Additional Guidelines:

- Nominations must be supported by a comprehensive profile highlighting the nominee's achievements and contributions to Public Relations in Ghana.

25. PR Practitioner of the Year

All registered members are eligible to nominate one person only. The PR Practitioner of the Year Award celebrates an outstanding individual who has demonstrated exceptional skill, innovation, and impact in the practice of Public Relations within the year under review.

The eligibility criteria for this prestigious award are as follows:

1. Membership Status

- The nominee must be a fully registered and active member of the Institute of Public Relations, Ghana (IPR Ghana) in good standing

2. Professional Experience

- The nominee must have a minimum of five years of professional experience in Public Relations, with at least two years spent actively practicing within Ghana during the award year

3. Achievements in the Year Under Review

- The nominee must have demonstrated exceptional execution of at least three PR strategies or campaigns during the year under review, with measurable results such as:
 - Increased brand visibility or improved reputation management

- Enhanced stakeholder engagement or public trust.
- Successful crisis communication management
- Creative and innovative approaches to PR challenges

4. *Leadership and Influence*

- The nominee must have exhibited leadership within their organisation or the PR community, inspiring excellence and professional growth among peers

5. *Contribution to IPR, Ghana*

- The nominee must have actively contributed to the activities or initiatives of the Institute of Public Relations, Ghana, during the award year

6. *Ethics and Professionalism*

- The nominee must have adhered to the highest standards of ethical conduct, professionalism, and integrity in their practice

Nomination Guidelines:

- Nominations must include a detailed profile of the nominee, highlighting their contributions, campaigns, and achievements during the year under review.
- Supporting documents such as campaign reports, testimonials or media coverage are encouraged.

26. PR Academic of the Year

Open to registered members who are lecturing either full-time or as adjuncts in an accredited tertiary institution in Ghana. S/He must submit a motivation statement as well as any academic publications in the year under review. Must also submit an impact statement and a letter from the Institution of Instruction.

Entry Guidelines

Where entry being submitted is work done for a client, submission has to be accompanied by acknowledgment from the relevant client of the submitting party as well as client confirmation that the submission does not breach any terms of engagement with the client. This ensures transparency.

General Awards

All entries must include a brief institutional history and a copy of the institution's logo.

Entries should be a maximum of 1,000 words with the following headings:

1. Overview
2. Statement of problem or opportunity addressed in the submission
3. Research backing the problem/opportunity statement
4. Strategies, tactics and planning
5. Execution
6. Outcomes

Evidence of all entries in either hard or soft copies (or both, where applicable) must be included in as part of the entry submission.

Special Awards

Personality Awards

Entries should be a maximum of 1,000 words and focus on the professional achievements of the nominee, including the following:

1. Overview of the nominee's experience in the profession
2. Short endorsement by current employer of the nominee
3. Examples of recent PR campaigns or projects worked on by the nominee
4. CV of the nominee

Requirements

- Entries must be a maximum of 1,000 words and address the key headings shared above
- Headings may vary according to award category.
- Entries must be in Microsoft Word document format.
- Entries may be supported with documentary evidence, including originals and copies of press clippings, charts, tables, images etc.
- Documentary evidence must be a maximum of two-page and in Portable Document Format (PDF) format.
- Entries may be submitted for more than one category.
- Agencies may enter on behalf of their clients but must submit a letter of consent from the client or company.

Entry Deadline

The deadline for submission of all entries is Monday, 13th October 2025.

Entry Payments

A fee of Seven hundred Ghana Cedis (GH¢700.00) for individuals and One Thousand five hundred Ghana Cedis (GH¢1,500.00) for corporate institutions is payable for each entry.

How to Pay

Payments can be made by: Bank Transfer, Mobile Money (0591 469 925) or Cheque in favour of the Institute of Public Relations Ghana; at the Institute's offices at the Compound of Local Government Services Secretariat, near Gold Coast Kempinski Hotel, Ridge, from 8.00 am to 4.00 pm on submission of entries.

How Judging Works

A panel of experienced PR practitioners and communications professionals will review the entries and make a shortlist in all award categories. Entries will be judged on the information provided, which will cover the programme, campaign or project brief, objectives, the strategy, tactics, and results. Special emphasis will be given to measurement, the outputs, and outcomes, with clear linkages to the client's business or organisational goals. The decision of the Adjudicating Committee is final.

Entry Submission

All entries must be submitted electronically via the Institute's Awards website - <https://awards.iprghana.org/>

Contact Information

For enquiries, please contact:

- IPR Ghana Professional Awards Committee
- Institute of Public Relations, Ghana, Compound of Local Government Services Secretariat, near Gold Coast Kempinski Hotel, Ridge
- Telephone: + 233 302 631 986 or 050 048 1062
or Email: execsec@iprghana.org or awards@iprghana.org