

# Online entry system on the agenda for Prepping for PRISMs

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The newly launched online entry system for the PRISM Awards is one of the key topics on the agenda for next week's Prepping for PRISM Awards workshop.



With the entry deadline less than a month away (15 February), this session is the last opportunity that entrants will have to get all their questions answered face-to-face about how to submit an award-winning entry. Prepping for PRISMs takes place on Thursday, 28 January, at the PRISA offices in Randburg and on Friday, 29 January, in Cape Town.

"The Prepping for PRISMs session is the ideal opportunity for entrants to be guided through the online process - and get all their questions answered," says PRISM Convenor, Bridget von Holdt. "It will also give us valuable feedback on how we can improve the system."

## Full agenda

In addition to addressing online judging, the three-hour-long programme is packed with tools and tips from talented public relations professionals - all with the aim of equipping entrants on how to impress the judges - and beat the competition! The draft programme includes:

- **An Outline of the New Categories and the Online Registration System:** Bridget von Holdt - Convenor: PRISM Awards
- **Entry and Judging Guidelines:** Marilyn Watson - Founding Partner: Cinnamon Communication
- **Social Media and Its Impact on the Public Relations Industry:** Francois Vorster - Chief Disruptor: Integrated Marketing Solutions
- **Case studies - A Detailed Insight into Award-winning Entries:** Kevin Welman - Managing Director: FleishmanHillard
- **What Makes a Winning Entry:** Atmosphere Communications

The cost of the workshop is R450 for non-members and R350 for PRISA and PRCC members.

To register for the Prepping for PRISMs workshops, contact Louise from PRISA at [louise@prisa.co.za](mailto:louise@prisa.co.za) or tel 011 326-1262.

## Prepping for PRISMs

Sponsors of the 2016 PRISM Awards: Blue Apple, Livestock Ophaqa, Pear Factor, ROI Africa, WeCollaborate, Zoom Photography, Ground-Up Media, Von H Brand Provocateur and Vukani Fashions.

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To enter or for more information visit: [www.prisa.co.za](http://www.prisa.co.za).

- **Prisa announces change of leadership** 12 Apr 2021
- **Prism Awards 2020 event cancelled amid coronavirus concerns** 16 Mar 2020
- **Prism Awards 2020 tickets now available** 12 Mar 2020
- **2020 Prism Young Voices announced!** 13 Feb 2020
- **Prism Awards entries and Young Voices deadlines extended** 11 Feb 2020

## **PRISA**



Established in 1957, the Public Relations Institute of Southern Africa (PRISA) represents professionals in public relations and communication management throughout the southern African region and has registered practitioners in Botswana, Namibia, Lesotho, Swaziland and South Africa.

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