

Canadian Public Relations Society
National Awards Competition Committee

2007/2008 Work Plan

PURPOSE:

To oversee the preparation, implementation and promotion of the National Awards competition

GOALS:

1. To increase participation in the Awards program – Awards of Excellence, Student and Major Awards
2. To recruit and train senior jury coordinators and jury members
3. To ensure fairness and consistency in judging
4. To recognize volunteers and winning entries in a timely and appropriate manner

ACTION PLAN:

Strategies & Actions	Responsible	Completion	Budget
<ul style="list-style-type: none"> - Determine judging arrangements (teams, locations, etc.) - Confirm details - Email reminder to all Members - Collect awards submissions - Teleconference call with jury coordinators. - Submissions out to judging teams 	National Office/Judging Coordinators	February 16th March 15th March 26th March 29 April 1st	
<ul style="list-style-type: none"> - Student Awards deadline - Student Awards copies made and sent out to respective companies and Awards Chairs. Conference calls arranged. - Receipts sent out to applicants - Judging to be completed by– Judging Coordinators to send digital information to National Office. - Input judging data into spreadsheet – conference call with Judging Coordinators to confirm scores and comments. 	National Office/Judges	April 9th April 23 rd	
<ul style="list-style-type: none"> - Letters to finalists, ascertain if they or another are 	G. Litalien & P. Pontbriand	May 7 th	

<ul style="list-style-type: none"> going to be accepting at the conference and obtain any changes/corrections to their listings - Letter to non-winners goes out at end of month - FinalText for Program - Sculptures and certificates - Scripting work for the ceremony - Powerpoint – should show name of recipient(s), their company, plus what the award is for, name of project etc. - Printing program 		<p>May 30th June 1st</p>	
<ul style="list-style-type: none"> - Awards Gala night at annual conference in Edmonton - Send award winning submissions to library - Letters and comments to entrants. - Process extra certificate/trophy/employee-client letter orders - Finalize all loose ends and details 	National Office	June 15 th	
<ul style="list-style-type: none"> - Prepare letters to Educators promoting the Student Award program 	National Office	September 30th	
<ul style="list-style-type: none"> - Planning and implementation of CPRS communications strategy with members as appropriate re possible adjustments to 2007-2008 Awards, national call for volunteers, etc. - Invite Jury Co-ordinators 	Co-Chairs of Awards	October	
<ul style="list-style-type: none"> - Confirm the categories and pricing - Complete re-write of the brochure & update text/design - Website updates 	National Office	December	
<ul style="list-style-type: none"> - Total 			\$11,000

OUTCOMES: Improve the level of satisfaction of volunteers and entrants in the Awards program.