

## **MAJOR AWARD ENTRY FORM**

### **The CPRS Thought Leader Award**

This award recognizes an accredited Canadian public relations professional who has elevated the public relations and communication management profession through a sustained body of thought leadership and professional contribution.

The recipient will have made significant contributions to the national and international discourse on public relations and communication management practices and trends. Through their ideas, insights, and influence, they have helped shape how the profession understands and navigates change.

Their work reflects the values, principles, ethics, and standards of the Canadian Public Relations Society and demonstrates how thoughtful leadership can strengthen the profession and the organizations and communities it serves.

The recipient’s body of work may include published articles and papers, presentations and keynotes, podcasts, workshops, or other platforms that advance dialogue and innovation in the field. They are recognized as a thought leader within the profession broadly, or in connection with a specific issue, discipline, or emerging area of practice.

In addition to their own contributions, the recipient demonstrates generosity in supporting the growth of others in the profession. Through mentorship, collaboration, and the sharing of ideas, they help cultivate new voices, foster meaningful dialogue, and advance thought leadership across the communications community.

#### **NOMINATION FORM**

<b>CANDIDATE</b>
Name
Title
Organization
Address
Telephone
Email
<b>NOMINATOR</b>
Name
Title
Organization
Address
Telephone
Email



Signature

## The CPRS Thought Leader Award - CRITERIA

To be considered, nominators must demonstrate how their candidate fulfills the following criteria. Please keep answers brief (point form is encouraged) and include quantifiable evidence when possible.

- This nominee has their APR designation and is a CPRS National Member in good standing.
- The nominee must demonstrate a significant body of professional work spanning at least ten years, and at least five years of consistent thought leadership.
- The body of work must elevate the profession nationally and/or internationally.
- At least 3 examples of thought leadership should be included with the nomination form.
- The nominee has shown strategic and innovative thinking, providing value to the profession.
- The nominee's thought leadership should reflect the values and principles of the CPRS.
- The nominee has been a mentor to other CPRS members, facilitating dialogue, new ideas and thought leadership by others.

This award is sponsored by ChangeMakers, a reputation, social impact, and marketing firm committed to helping organizations anticipate, navigate, and create change. Thought leadership is central to the firm's approach; whether advancing new ideas in reputation management, social impact, marketing, or data intelligence, or contributing to the broader evolution of the communications profession.

Through this award, the CPRS and ChangeMakers recognize professionals whose work strengthens the professional field, elevates its impact, and inspires the next generation of communications leaders.

**Deadline:** Please submit this form to [awards@cprs.ca](mailto:awards@cprs.ca) by April 4, 2026 at 11:59 PM ET.