

## **MAJOR AWARD ENTRY FORM**

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

This Award recognizes an accredited Canadian public relations practitioner who has elevated the public relations/communication management profession through a long-term body of work. The recipient will have made significant contributions to the national and international discourse on public relations/communication management practices and trends.

This individual's thought leadership upholds the values, principles ethics and standards of the CPRS, and has elevated the profession. Their body of work may include published articles and papers, presentations and keynotes, podcasts and workshops. The individual should be recognized as a thought leader in the profession generally or related to a specific topic/issue.

The recipient has also shown themselves to be generous in providing advice and mentorship to other members of our profession, facilitating dialogue, new ideas and thought leadership by others.

#### **NOMINATION FORM**

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



Canadian Public  
Relations Society

Advancing Public Relations &  
Communications Management

Société canadienne  
des relations publiques

Pour une gestion optimisée des  
relations publiques et des communications

# 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.
- 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 innovating 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 was created and endowed by Daniel Tisch, APR, FCPRS, Chairman of Argyle and Past Chair of the Global Alliance for Public Relations and Communication Management.*

Dan's reputation flows from his track record advising CEOs, boards, government leaders, and marketers for some of the world's biggest brands. He draws on more than 25 years in consulting and prior experience in government as a senior advisor to two federal cabinet ministers. You will often see Dan on national television providing expert insight on global issues from a reputation management, communications, and public perception perspective.

A Fellow of the Canadian Public Relations Society and former chair of the Global Alliance for Public Relations & Communication Management, Dan has earned more than 200 professional awards, including the profession's highest lifetime achievement award. As Argyle's CEO from 2003-2023, he led its growth from a small boutique to one of North America's largest and most acclaimed management-owned communications firms – doing so with unmatched energy, integrity, and insight. He now serves as Chairman of Argyle and a major shareholder and board director of Believeco:Partners, an independent Canadian based marketing, public relations and advisory company.



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