



**Canadian Public
Relations Society**

Advancing Public Relations &
Communications Management

**Société canadienne
des relations publiques**

Pour une gestion optimisée des
relations publiques et des communications

CPRS NATIONAL AWARDS OF EXCELLENCE PRESIDENT’S AWARD

OUTSTANDING PUBLIC RELATIONS AND COMMUNICATIONS MANAGEMENT

The President’s Award for Outstanding Public Relations and Communications Management, a prestigious public relations honour, is awarded by the CPRS Board of Directors to an individual with exceptional involvement in the promotion and practice of public relations. The award recognizes the outstanding effort of a Canadian who through their communications leads to the advancement/betterment of the public relations practice at large. The winner of the distinguished President’s Award consistently demonstrates outstanding leadership in communications and excellence in communications management.

Nomination Form

CANDIDATE		
Name		
Title		
Organization		
Address		
City	Province	Postal Code
Telephone	Email	Fax

NOMINATOR		
Name		
Title		
Organization		
Address		
City	Province	Postal Code
Telephone	Email	Fax
Nominator’s Signature		

**PRESIDENT'S AWARD
OUTSTANDING PUBLIC RELATIONS AND COMMUNICATIONS MANAGEMENT
AWARD CRITERIA**

Please address the ways in which the nominee fulfills the following criteria, with each response being a maximum of one page in length. Keep answers brief (point form is encouraged) and include quantifiable evidence when possible.

The President's Award will be presented to a **Canadian** whose personal activities and/or leadership and commitment to affairs of the public relations profession resulted in a striking demonstration of the profession's principles, the society's mission and/or code of professional standards, or personal activities and/or leadership that went beyond the call of duty or responsibility to an employer or client and made a pronounced contribution to the status and acceptance of the public relations function.

1) Professional Excellence/Advancement of the Public Relations Profession (40%)

- Demonstrated commitment to advancing the professional stature of public relations
- Demonstrated examples of practicing public relations according to the highest professional standards
- Demonstrated excellence in communications management
- Public profile

2) Contribution (30%)

- Demonstrated influence with key stakeholders, employees, clients and ability to build strong relationships
- Examples of commitment to two-way communication practices and relationship management

3) Short-Term or Specific Achievements (20%)

- Public impact
- Implementation of or advocacy for a major public relations initiative
- Leadership role
- Supportive attitude

4) Other Relevant Contributions (10%)

- *Mentoring, teaching, public speaking*

Your nomination may include a maximum of two additional pages of supporting documentation. Audio and/or video submissions will not be allowed. Submit this nomination to:

CPRS Major Awards
783 Annette Street
Toronto, ON M6S 2E4