

# IPRA Golden World Awards call to entry

Entries for the 16th year of one of the biggest and most prestigious competitions in the sphere of public relations – the IPRA Golden World Awards for Excellence – are now open and all entries must be submitted by 2 May 2007. There are 25 categories in this year's Golden World Awards competition, including corporate social responsibility, PR on a shoestring and online press office.

There are also two special awards: an award for outstanding creativity and the United Nations Award for PR with a social purpose.

The 25 categories are:

- International PR campaign
- NGO campaign
- Corporate social responsibility award - sponsored by Hill & Knowlton
- Crisis management - sponsored by PR Newswire
- Media Relations
- Corporate communications
- Launch of new product or service
- Consumer PR
- e-PR
- Online press office
- PR on a shoestring
- Internal communications
- Public affairs
- Public sector
- Financial services
- Investor relations
- Healthcare
- Event management
- Technology
- Travel and tourism
- Sponsorship
- Publications
- Environment - sponsored by Rolls-Royce
- Business-to-business, and
- Global communicator 2007

Speaking at the recent launch, IPRA president Philip Sheppard said: "I hope this year we will see some specific entries with an ethical dimension to resonate with my theme of the year, as well as a another year with a record number of entries".

Eligible to submit entries for the Golden World Awards are companies, associations, private institutions, NGOs and government bodies anywhere in the world. PR campaigns can be local, regional, national or international. The entry form may be downloaded [here](#).

Entries submitted to the Golden World Awards competition will be judged by an international panel of senior practitioners. Each entry will be assessed on the basis of its competence in five areas – a statement of the issue; research; planning; execution and evaluation. The judging itself takes place in two parts – a remote stage and a physical round. The remote stage will be via email in May and June, with the final judging being held on Friday 6 July, in Paris.

The awards themselves will be presented to winners during an international gala on 6 November 2007 in London.

More information about the competition may be found on the IPRA website at [www.IPRA.org/gwa2007/gwa2007.htm](http://www.IPRA.org/gwa2007/gwa2007.htm).

For more information on IPRA, a global association for personal membership for senior PR practitioners, go to [www.ipra.org](http://www.ipra.org).

For more, visit: <https://www.bizcommunity.com>