

More submissions, more quality entries for PRISM Awards 2015

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The 20% increase in submissions, the improved quality of entries received, as well as the extension of categories beyond South Africa, firmly entrenches the PRISM Awards as the most sought-after awards in public relations and communication on the continent.



This is according to Bridget von Holdt, Convenor of the PRISM Awards. The Awards ceremony takes place on Sunday, 19 April, at the Maslow Hotel in Sandton.

With over 200 entries in 36 categories and over 40 judges, this year's judging process was a robust and dynamic one. The panel of judges, carefully selected in order to ensure transparent, fair and objective judging, was divided into eight clusters consisting of five to six judges each.

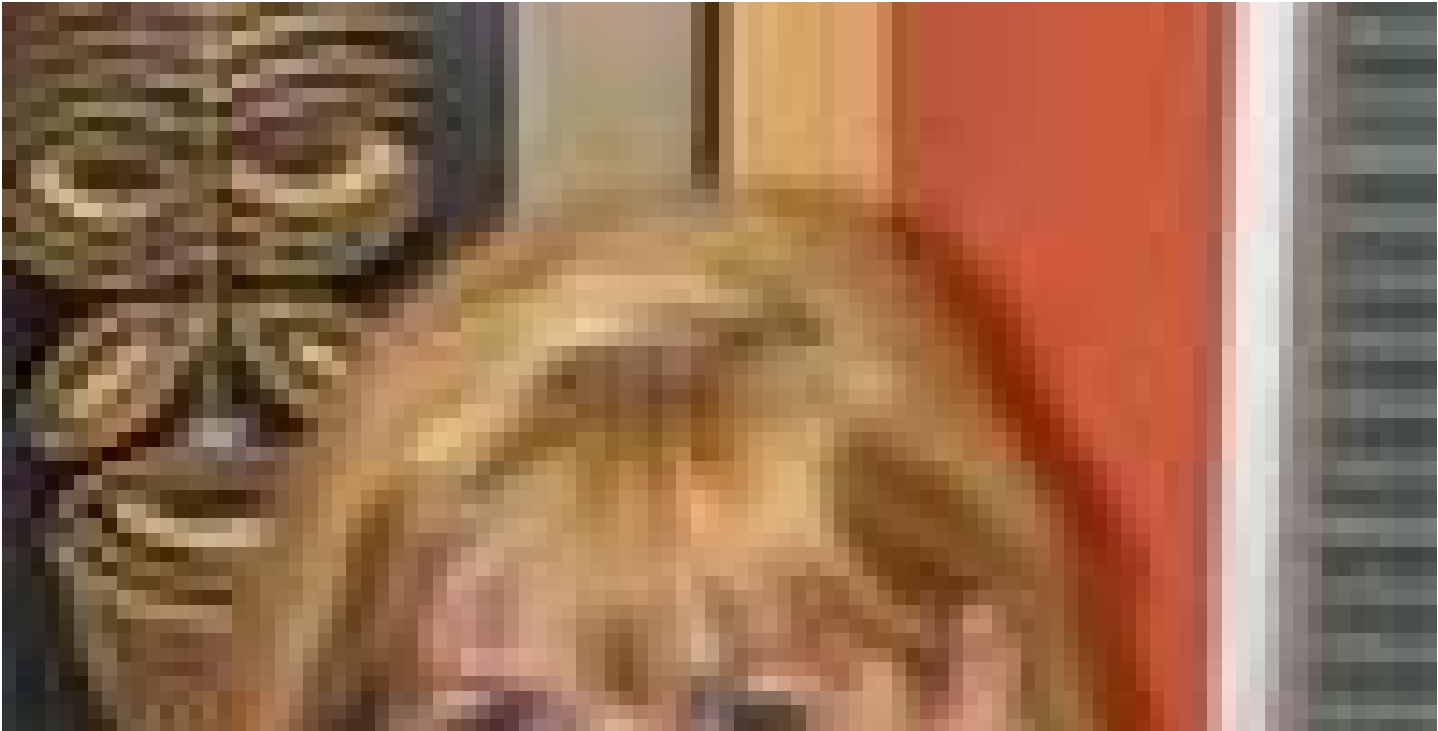
The Chief Judges included:

- Amanda Hamilton - Attwell - Founder and Executive Director of Business DNA
- Daniel Munslow - Director at Talk2Us
- Heather Robinson - Executive Director of THJ Consulting
- Ingrid Lotze - Director at Join.the.Dots
- Jerry Mpufane - Group Managing Director: MC&SAATCHI Abel
- Lucy Balona - Head of Marketing & Communication of the Cancer Association of South Africa (CANSA)
- Marilyn Watson - Partner: Cinnamon Communication
- Peter van der Schyff - Freelance writer and communication trainer



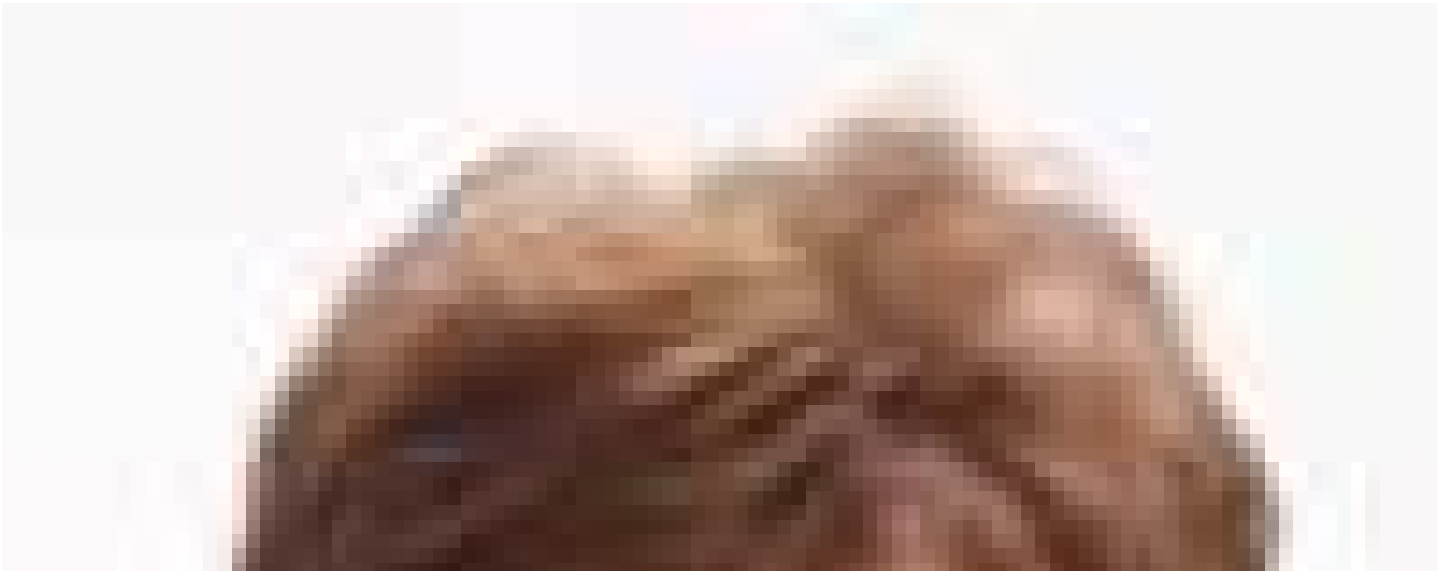


*Bridget von Holdt,
PRISM Awards
Convenor*



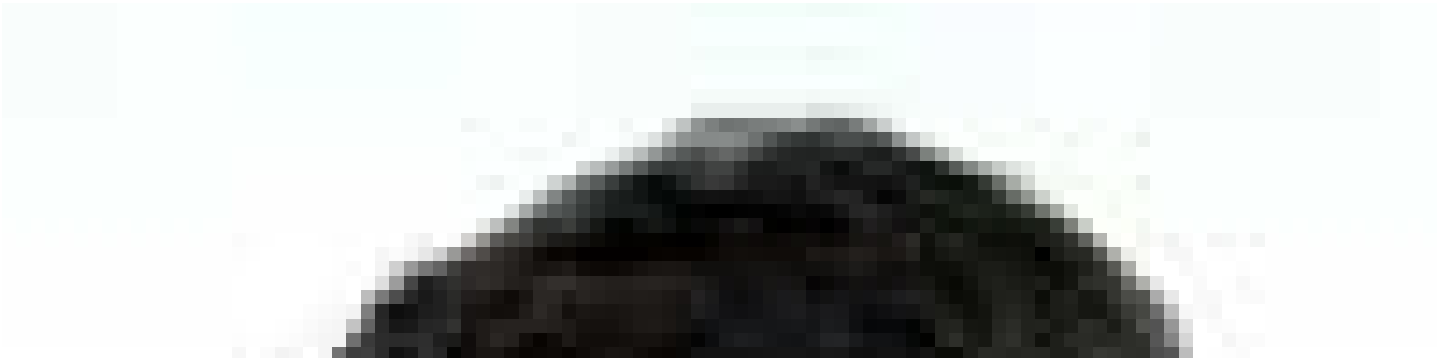


*Marilyn Watson,
PRISM Awards
Chief Judge*



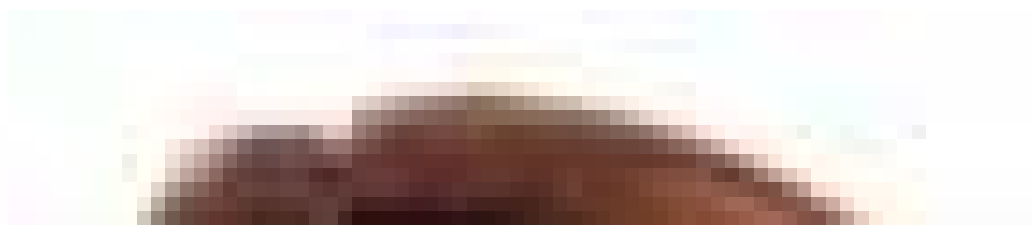


*Amanda Hamilton –
Attwell - Founder
and Executive
Director of
Business DNA*





*Daniel Munslow -
Director at Talk2Us*





*Heather Robinson -
Executive Director
of THJ Consulting*





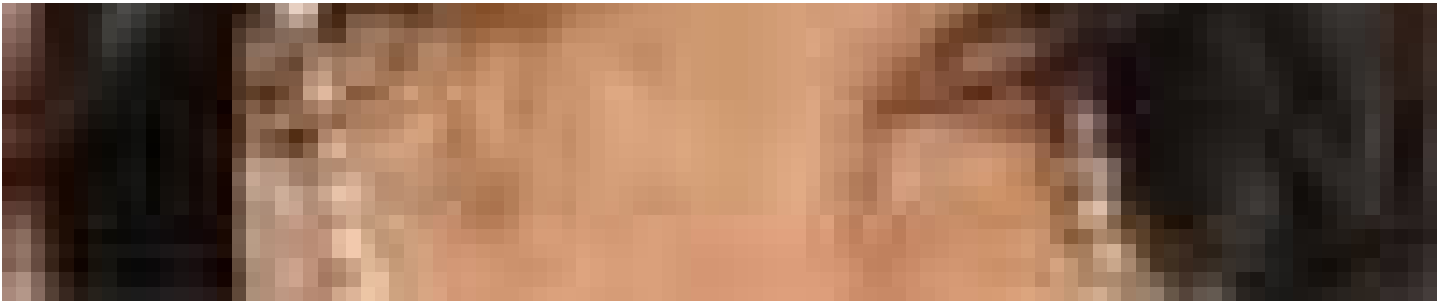
Ingrid Lotze - Vice
President of PRISA





*Jerry Mpufane:
Group MD of M&C
Saatchi Abel*





*Lucy Balona - Head
of Marketing &
Communication of
the Cancer
Association of
South Africa
(CANSA)*





Peter van der Schyff
- Freelance writer
and communication
trainer

Expansion into Africa

Changes to this year's Awards categories included the introduction of the Best African Network category. The campaign of the year was divided into two categories - *Pan African Campaign of the Year* and *South African Campaign of the Year*.

"These new categories will enable consultancies across Africa to benchmark themselves against the best in Africa," says von Holdt. "Six of the 10 fastest growing economies in the world are in Africa, so it makes business sense for consultancies to work together in this dynamic and fast growing continent. Collaboration is a growing trend in our industry."

The PRISM Awards sponsors include Airports Company South Africa, Afroflame, Blue Apple, Candy Construction, CIMA, Facebox, Fresh Magazine, Grind Coffee, GroundUp Media, Gourmet Fudge, Innovative glass, Just You Models, Lounge Around, Mango, Paper Packaging Place, Pear Factor, Pretty Things For You, Rosendal Winery, ROi Africa, Sappi, Sun International, The Event, The Maslow Hotel, The Voice Clinic, Toni Glass, Upstage Productions, Von H Brand Provocateur, Vukani Fashions, WeCollaborate and Zoom Photography.

Media partners include Bizcommunity, Jozi Maboneng Radio, UNISA Radio, Mix FM, and CliffCentral.

For more information on the Awards, contact PRISA on Tel: 011 326-1262.

Or visit the website: www.theprism-awards.co.za

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