

# **YOUNG LEADERS IN FINANCE AWARDS 2018**

## **Public Relations/Communications Professional (In-house) of the Year**

This award recognises the in-house public relations/communications professional who has effectively demonstrated their role within the organisation, meeting business needs, along with growing both their personal reputation and their company's presence.

### **Eligibility**

This award is open to all in-house public relations and communications professionals that work within or on behalf of financial services and based on activities over the 2017 calendar year.

**All entrants must be aged 30 years or younger for the duration of the work being completed between 1 January 2017 and 31 December 2017.**

### **Submission criteria and requirements**

Please answer the following questions (400 words max per question):

- Detail your approach to public relations and communications and how it has positively influenced your organisation.
- Highlight the public relations/communications initiatives you have developed in your organisation, detailing the success of these initiatives.
- What has been your biggest success?
- Describe how you inspire and motivate people in your workplace and your contribution to the development of the community.

### **Supporting documentation**

Optional: Please include any supporting material in your submission so that the judges can consider it. This material can include references, testimonials, statistics, video, media coverage and financial or business metrics and/or statements and third-party independent data reports to support your submission.

We also encourage entrants to submit an optional short video - up to 30 seconds long - answering the question, **“What does success mean to you?”**

SCORE	RESPONSE
<b>Score 1 – 2</b>	<p><b>Did not</b> meet submission requirements.            Provided <b>little to no</b> relevant supporting documents.  <b>Did not</b> meet expectations.</p>
<b>Score 3 - 4</b>	<p><b>Partially</b> highlighted/demonstrated submission requirements.            Provided <b>little to no</b> relevant supporting documents.  <b>Did not</b> meet my expectations.</p>
<b>Score 5 - 6</b>	<p>Highlighted/demonstrated submission requirements.            Provided <b>relevant</b> supporting documents.  <b>Met</b> my expectations.</p>
<b>Score 7 – 8</b>	<p><b>Accurately</b> highlighted/demonstrated submission requirements.            Provided <b>clear and relevant</b> supporting documents  <b>Met</b> my expectations.</p>
<b>Score 9 – 10</b>	<p><b>Accurately and concisely</b> highlighted/demonstrated submission requirements            Provided <b>clear and relevant</b> supporting documents  <b>Exceeded</b> my expectations.</p>