



PRISM LIFETIME ACHIEVEMENT 2018 ENTRY FORM

Nominee name		Nominee contact details: Email Telephone		
Nominator name		Nominator contact details: Email Telephone		
Supporting documents to be uploaded	Nominee resume 3 letters of recommendation			
	MOTIVATION 1200 words in total	Enter your motivation in the sections below	Max score	Judge's score
Section 1 350 Words				
Impact	Clear, significant and positive impact on the PR industry either in the development and growth of the industry, or by affecting positive change through other means.		9	
	A tangible and scalable improvement to quality and positioning of the industry.		8	
	Demonstrated commitment to furthering the PR industry as a whole, for example through advocacy,		8	



	stakeholder engagement, standards development, mentoring and service to the profession.			
	Total		25	
Section 2 350 Words				
Leadership & Volunteerism	Widely recognised as an outstanding and inspirational leader in their field, with much of the impact attributable to this individual having been brought about through other people, as a result of the applicant's leadership.		13	
	Founder or leader of initiatives or organisations that have, during the candidate's tenure, had a magnified and significant impact in furthering public relations in South Africa. Leadership in relevant professional bodies.		12	
	Total		25	
Section 3 300 Words				



Innovation	Clear individual contribution to the development of initiatives with tangible benefits to the industry		13	
	Innovations and / or ideas have been successfully adopted or implemented and have gained real traction within the industry. Research, publications and relevant special projects.		12	
	Total		25	
Section 4 200 Words				
Long-Term Vision	Clear vision for the long-term future of the industry, which drives on-going work and new initiatives.		25	
	Overall total		100	