



# PRAU EXCELLENCE AWARDS 2026

## THE GOLDEN JUBILEE EDITION

*A Legacy in Gold: Honouring the Cream of Public Relations*

*Concept Note*

### Introduction

The Public Relations Association of Uganda (PRAU) is proud to announce the upcoming PRAU Excellence Awards 2026, marking a momentous occasion: our Golden Jubilee Edition. This 2026 edition coincides with PRAU's 50-year anniversary, recognising the pioneering of PR practice in Uganda and honouring the individuals and organisations that have shaped the profession and demonstrated exceptional commitment to excellence. The 2026 awards aim to be the most prestigious yet, reflecting PRAU's enduring legacy and forward-looking vision.

### Background of the PRAU Excellence Awards

The PRAU Excellence Awards were introduced to recognise and celebrate outstanding achievements in Public Relations (PR) across Uganda. These awards serve as a benchmark for professional excellence, encouraging best practices, innovation, and ethical conduct within the PR fraternity. Over the years, they have become a highly anticipated event, attracting a diverse range of entries from practitioners, agencies, and corporate entities.

### PRAU's Five-Year Strategy: Focus on Growth and Innovation

Our strategic roadmap for the next five years is centred around fostering professional growth, promoting innovation, and enhancing the value of PRAU membership. Key pillars include:

- ◆ **Professional Development:** Expanding training programs, workshops, and certifications.

- ◆ **Thought Leadership:** Hosting forums, publishing research, and advocating for PR best practices.
- ◆ **Membership Engagement:** Strengthening member networks, mentorship programs, and industry recognition.
- ◆ **Global Alignment:** Connecting Ugandan PR with international standards and opportunities.
- ◆ **Digital Transformation:** Embracing new technologies and digital communication strategies within the profession.
- ◆ **Professional Excellence:** Leverage the PRAU Excellence Awards to recognise and reward excellence in PR practice, in compliance with professional standards.

### Benefits for Practitioners Submitting Entries

Submitting an entry to the PRAU Excellence Awards offers significant advantages:

- ◆ **Professional Recognition:** Gain prestigious acknowledgement from industry peers and leaders.
- ◆ **Enhanced Reputation:** Elevate your personal brand and organizational profile.
- ◆ **Benchmarking:** Measure your work against industry best practices and standards.
- ◆ **Networking Opportunities:** Connect with top professionals and potential collaborators at the awards ceremony.
- ◆ **Motivation & Morale:** Boost team spirit and inspire future achievements.
- ◆ **Client & Stakeholder Confidence:** Demonstrate a commitment to excellence that reassures clients and stakeholders.



### Important Dates

|                                 |                                 |
|---------------------------------|---------------------------------|
| <b>Closing date for entries</b> | Friday, 25 September 2026       |
| <b>Assessment of entries</b>    | 28 September – 8 October 2026   |
| <b>Awards gala</b>              | Friday, 23 October 2026         |
| <b>Venue</b>                    | Source of the Nile Hotel, Jinja |
| <b>Start time</b>               | 5:30 p.m.                       |
| <b>Dress code</b>               | Red & Gold                      |

## Award Categories and Entry Fees



| Category                                   | Description                                                                                                                               | PRAU Member Fee (UGX)                   | Non-Member Fee (UGX) |
|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------|
| <b>Emerging Talent Award</b>               | Recognises an outstanding student of Public Relations demonstrating potential and academic excellence.                                    | 100,000                                 | N/A                  |
| <b>PR Rising Star Award</b>                | Celebrates a practitioner under 30 who demonstrates exceptional skill, creativity, and early-career success.                              | 250,000                                 | N/A                  |
| <b>Lifetime Achievement Award</b>          | Bestowed upon an individual whose career has profoundly impacted the PR landscape in Uganda over decades.                                 | Nominated by the PRAU Governing Council | N/A                  |
| <b>PRAU Golden Legacy Award</b>            | To be awarded to all PRAU past presidents in honour of their service to the profession, in line with the PRAU golden jubilee festivities. | N/A                                     | N/A                  |
| <b>Media Relations Gold Standard Award</b> | Awarded for exceptional strategies and execution in building and managing relationships with the media.                                   | 600,000                                 | 750,000              |
| <b>Event Maestros Award</b>                | Recognises outstanding communication support for a successful event.                                                                      | 600,000                                 | 750,000              |
| <b>Culture Champions Award</b>             | Highlights effective communication strategies that engage and inform an organisation's internal stakeholders.                             | 600,000                                 | 750,000              |
| <b>Reputation Champions Award</b>          | Celebrates exemplary management and communication during a crisis.                                                                        | 600,000                                 | 750,000              |
| <b>Impact Beyond Profit Award</b>          | Awarded for impactful communication campaigns that highlight an organisation's social responsibility initiatives.                         | 600,000                                 | 750,000              |
| <b>Policy &amp; Persuasion Award</b>       | Recognises excellence in influencing public policy and engaging with government stakeholders.                                             | 600,000                                 | 750,000              |
| <b>Corporate Storytellers Award</b>        | For private sector. Honours comprehensive communication strategies that build and maintain organisational reputation.                     | 600,000                                 | 750,000              |

| Category                         | Description                                                                                                      | PRAU Member Fee (UGX) | Non-Member Fee (UGX) |
|----------------------------------|------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|
| <b>Heart &amp; Purpose Award</b> | Recognises the impact and effectiveness of communication efforts by Non-profits and charitable organisations.    | 600,000               | 750,000              |
| <b>Viral Gold Award</b>          | Awarded for innovative and effective use of digital communications.                                              | 600,000               | 750,000              |
| <b>PR Powerhouse Award</b>       | Recognises the top-performing PR consultancy or agency based on client results, innovation, and business growth. | 1,000,000             | 1,500,000            |
| <b>PR Crown Jewel Award</b>      | The pinnacle award, recognising the most outstanding PR campaign.                                                | N/A                   | N/A                  |

## Descriptors for Individual Awards

### Emerging Talent Award - *Recognises an outstanding student of Public Relations*

This award seeks to identify a student with exceptional promise in Public Relations. Entrants should demonstrate strong academic performance, practical understanding of PR principles, and potential for future leadership. Evidence of involvement in student PR activities, internships, or relevant projects is encouraged.

#### Eligibility — The applicant:

- ◆ Must be a member of PRAU
- ◆ Must be a university student at diploma or bachelor's level
- ◆ Must be a student of Communications, Public Relations or Journalism
- ◆ Must be pursuing their PR studies in a university in Uganda

#### Criteria for the Student Award:

- ◆ Entries must consist of no more than 1,500 words.
- ◆ Articulate your communications achievements and impact in your university.
- ◆ Provide evidence of leadership roles in PR-related projects or student clubs/organisations.
- ◆ Demonstrate ability to work effectively in teams, showing leadership when needed and collaboration skills.
- ◆ Provide evidence of unique and inventive approaches to delivering results in a project or campaign.

- ◆ Demonstrate high performance in public relations, communication, marketing, or journalism courses.

### **PR Rising Star Award – *For Practitioners under 30***

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For practitioners under 30. This award recognises individuals who have made significant contributions to their organisations or clients early in their careers. Judges will look for creativity, strategic thinking, measurable results, and a commitment to professional development.

#### **Eligibility — The applicant:**

- ◆ Must be a member of PRAU.
- ◆ Must be under 30 by the time of submitting the application.
- ◆ Must be employed/self employed in a communications role.

#### **Criteria for the PR Rising Star Award — entries must consist of no more than 1,500 words and must:**

- ◆ Demonstrate commitment to professional development and career growth.
- ◆ Outline work-related achievements over the last year and how they contribute to the wider industry.
- ◆ Provide an outline of a piece of work or a work-related challenge that you have faced over the past two years, 2025 to 2026, including details of what happened, how you overcame it and what you learnt from it. Provide details of the brief, objectives, strategy, tactics, outputs, outcomes and budget.

### **Lifetime Achievement Award**

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This is the highest honour bestowed by PRAU, reserved for individuals who have dedicated their careers to advancing the public relations profession in Uganda. Recipients will have a distinguished history of impactful work, mentorship, and significant contributions to the industry and society over the past 50 years.

### **PRAU Golden Legacy Award**

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PRAU presidents have been at the forefront of the association's formation and growth over the past 50 years. As PRAU commemorates 50 years, we would like to express our appreciation to all PRAU Past Presidents for their dedication and service to PRAU and the profession. This Award is for all past presidents of PRAU.

## **Descriptors for Team & Campaign Awards**

**1. Media Relations Gold Standard Award - *Recognises exceptional strategies in managing relationships with the media***

How have you used media relations to capture your audience's attention? Has it delivered against the organisational and communication objectives? Participants are required to demonstrate an example of creative and successful use of media relations in PR and communications work or campaigns.

**2. Event Maestros Award - *Recognises outstanding communication support for a successful event***

It could have been a physical, hybrid or virtual corporate event. How has your event delivered against your Public Relations objectives or as part of a wider PR campaign? Tell us all about it in your Event Maestros entry. What made the event stand out or different? Impress us with details of how the event helped achieve what you set out to achieve.

**3. Culture Champions Award - *Recognises effective communication strategies that engage internal stakeholders***

Engaging people is a critical part of communications. We are looking for a standout strategic internal communications campaign that successfully engages your internal stakeholders. To make it to the shortlist, the activity needs to have clearly linked to organisational objectives and show the flair we know is possible with internal communications and employee engagement.

**4. Reputation Champions Award - *Recognises exemplary crisis management***

How have you effectively managed an issue, crisis or threat to your organisation's reputation? Judges are looking for impressive strategies and details of how you successfully managed the crisis and safeguarded the organisation's reputation.

**5. Impact Beyond Profit Award - *Recognises CSR, ESG and community campaigns with real social impact***

This category is for projects centred on CSR, ESG, community involvement, and social, ethical and reputational issues. Judges will look for a strategic approach to developing the activity and evidence of success in social, ethical, ESG, or community initiatives.

**6. Policy & Persuasion Award - *For public sector. Recognises excellence in stakeholder engagement & influencing public policy***

For public sector organisations. Public Affairs can genuinely change the world. If you have successfully lobbied, advocated, and delivered a campaign to drive meaningful change at the governmental level, tell us how. This category is open to Government Ministries, Departments, Agencies and local authorities. This submission should be a single topic or initiative.

### **7. Corporate Storytellers Award - For Private Sector. Recognises comprehensive communication strategies that build organisational reputation**

For private-sector organisations. PR should be strategic; judges want to see PR or communications campaigns that are aligned with or have delivered on an organisation's business objectives.

### **8. Heart & Purpose Award - For Non-Profits. Recognises the impact and effectiveness of communication by Non-profits**

For Not-for-Profit organisations. The world needs charity more than ever. If you have delivered a successful campaign for a not-for-profit organisation, whether as part of the in-house team or as an agency working for them, we want to hear how you have made a difference.

### **9. Viral Gold Award - Awarded for innovative and effective use of digital communications**

This category recognises excellence in digital communications. The entry should be part of an identifiable integrated digital strategy, with realistic & measurable objectives set up front, and the utilisation of suitable tools. Should be relevant to the audience and it should add value to the conversation. The entry should be interesting, clear in purpose, authentic, and trustworthy.

### **10. PR Powerhouse Award - Recognises a top-performing PR consultancy or agency**

For PR consultancies/agencies. Emphasis should be placed on the consultancy/agency's greatest achievements within the period covered by this year's awards, including contribution to the PR industry.

### **11. PR Crown Jewel Award - Recognises the best PR campaign in the competition**

This is a judges' choice award. This will be awarded to the best overall PR campaign that had a clear purpose, was aligned with the organisation's objectives, and demonstrated impact. Independent submissions will not be required for this category. The winner of this award will be selected by the judges, based on the work submitted for the other categories.



## **Rules of Entry and Submission Guidelines**

1. The campaign needs to have been implemented over the past two years, 2025 to 2026.

2. Entry fees are required and are dependent on the award category. Entry fees must be paid in full by 5:00 p.m. on 25 September 2026. Any unpaid entries will not be judged.
3. All entries must be submitted via the online entry platform available on <https://www.prau.ug/awards-2026/>. Printed/email copies will not be accepted.
4. Entries must be 1,500 words maximum. Entries that exceed 1,500 words may be disqualified.
5. All text files must be in PDF format. Image and video file formats are accepted. Reports are also permitted as evidence of the work described. The total size of the submissions, including all text and multimedia, is 10 MB.
6. Entries must be submitted by 25 September 2026, 11.59 p.m.
7. Compulsory: All entries must be accompanied by video evidence of the work submitted.

Note: PRAU may publish your 1,500-word entry online as a case study if you are a winner. By submitting an entry in the PRAU Excellence Awards, the owner of the work accepts that their work may be published.

## Judging Criteria and Quality Assurance

Entries will be evaluated by a distinguished panel of experienced PR professionals, academics, and media experts. The judging process is rigorous and designed to ensure fairness and accuracy.

### Key Judging Criteria

Your 1,500-word entry must cover the following areas:

- ◆ Brief, objectives and budget (300 words)
- ◆ The idea, research and planning strategy (300 words)
- ◆ Creativity and innovation (300 words)
- ◆ Delivery/implementation of tactics (300 words)
- ◆ Measurement, evaluation and impact (300 words)

### Important

1. A pass mark of 70% will be implemented for all categories. Entries scoring below the pass mark will not be awarded.
2. Submissions in the wrong category will be disqualified.
3. Submissions for more than one category are permitted, provided the submission meets the description of the category.
4. It is permitted for one campaign to win multiple awards.

### Quality Assurance

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1. To ensure the integrity of the Awards, a Technical Support partner has been engaged.
2. Assessment will be conducted by judges and reviewed by the Technical Support partner.
3. PR agencies are permitted to submit entries on behalf of their clients. However, agencies must present signed consent forms indicating authorisation by their client to submit work on their behalf.
4. All submissions must be treated with extreme confidentiality and the submissions are used for purposes of only the PRAU Excellence Awards.

### Conflict of Interest

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1. Judges, sponsors and members of the PRAU Governing Council (GC) are permitted to submit entries.
2. In line with the PRAU Excellence Awards quality assurance guidelines, judges and members of the PRAU GC who are interested in submitting entries must sign conflict of interest forms.
3. Judges who submit entries will not be allowed to evaluate entries for the category in which they have submitted an entry.
4. Judges' identities will be concealed until the night of the Awards.

### Eligibility

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The PRAU Excellence Awards are open to the following:

1. Business enterprises (Large, Medium and Small)
2. Associations
3. Students pursuing PR related courses
4. Private/Public Institutions

- 5. Government Bodies
- 6. PR Agencies
- 7. In-House PR Departments
- 8. Individual Practitioners

### Awards and Recognition

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- ◆ Winners and first runners-up per category will be recognised.

**SUBMIT YOUR ENTRY**

[www.prau.ug/awards-2026/](http://www.prau.ug/awards-2026/)

The PRAU Excellence Awards 2026: The Golden Jubilee Edition is more than just an event; it is a celebration of half a century of dedication, innovation, and impact in public relations. We invite you to be part of this historic occasion, showcase your achievements, and honour the golden legacy of our profession. Let us celebrate the pioneers, the innovators, and the future leaders who continue to shape narratives and drive progress. Join us in making this the most memorable awards ceremony yet!