



Summit Award Application Information

About the Award

The annual Yankee Chapter PRSA Summit Award recognizes excellence in a specific area of focus, which will vary year-to-year, based on trends, behaviors, and new technologies in the public relations field.

2012 Summit Award

The 2012 Summit Award recognizes excellence in the engagement of employees as ambassadors as an integral component of an organization's public relations philosophy.

Employee engagement has long been a public relations tactic for internal communication. Employees as ambassadors takes this one step further and empowers engaged employees to publicly communicate key messages and foster important external relationships on behalf of the organization. When executed properly, an employee as ambassadors program can be a highly successful brand management strategy.

The award winner (individual, team, or business) will be recognized for positively impacting the organization's reputation through effectively engaging employees as ambassadors.

Award Criteria

Entries will be judged on the following factors:

- Details of organization's philosophy and strategy on engaging employees as ambassadors
- Examples of employees as ambassadors
- Demonstrated metrics of success
- Employee involvement in the design of the program
- Methods to ensure all employees know their role is directly connected to the organizations mission and strategic goals

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Eligibility

- PRSA Yankee Chapter members
- Public relations business organizations or individuals with a primary address within the Yankee Chapter PRSA region (Maine, New Hampshire, Vermont)
- The winner (individual, team, or in the case of an organization, its CEO, or functional organizational head) must agree to be present at the award presentation.

Application Fee

Please make payment to “Yankee Chapter PRSA” and submit with your entry.

- Members: \$50 for the first entry, \$30 for each additional entry
- Non-Members: \$75 for the first entry, \$45 for each additional entry

How to Submit Entries

Entries may be submitted in a variety of ways, as long as the entry includes the entire award criteria previously described. Electronic presentations, videos, documents, binders etc. are all welcome. Choose the format which best displays and explains your work. Entries can include links to existing work, content or articles which support your program/entry.

Please include the following information with each entry:

- Name
- Position (if individual)
- Organization Name
- Street or Mailing Address
- City, State, Zip Code
- Phone
- Email

Submission deadline is October 1, 2012

Questions? Email awards@yankeepsra.org

Please send all entries to:

Susie Dimick Stone
Marketing Manager
Maine Medical Center
22 Bramhall Street
Portland, ME 04210

OR

Email: awards@yankeepsra.org

The award will be presented at the Yankee Chapter PRSA Annual Meeting in November (date and time to come).