

2010 PRAU Excellence Awards set for today

 By [Walter Wafula](#)

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Today, 13 August 2010, the crème de la crème of Uganda's PR industry will be honoured at an awards gala in Kampala. Businesses and personalities will be honoured during the second annual Public Relations Excellence Awards in Uganda.

The awards recognise and showcase the best PR professionals in Uganda, according Juma Walusimbi, president of the Public Relations Association of Uganda (PRAU) - the organisation behind the awards.

Entrants involved

They specifically target enterprises, associations, private institutions and government bodies, PR agencies, PR consultancies, organisational / in-house PR departments, students pursuing PR or related courses and individual/independent practitioners.

At the inaugural ceremony last year, MTN Uganda won the overall PR Excellence Award. Other awards were scooped by Fireworks Advertising, Uganda Breweries Limited, Emirates Airline. The recipients were recognised for their outstanding contributions, leadership, service, knowledge and practice in the PR industry.

Award categories include:

PR campaign categories:

- Best Media Management Campaign
- Best Event
- Best Crisis Management Campaign
- Best Corporate Social Responsibility Campaign
- Best Internal Communications
- Best Public Sector Campaign
- Best Not for Profit Campaign
- Best PR agency

Honorary categories

- PRAU Golden Honors
- PRAU Sheppard Honors

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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