

# Changes to PRISM Awards Lifetime Achievement Awards

The PRISM Awards will be presented in Johannesburg on 17 April 2016. Nominees need not be a member of the Public Relations Institute of Southern Africa, but should have a minimum of 20 years of outstanding service in the public relations and communication management profession.

## Categories of distinction

The Lifetime Achievement Award is presented for achievement in leadership, volunteering, consulting, mentoring, teaching, research and service in the industry. Distinction in these categories can be demonstrated through:

- Performance of the nominee on the job
- Service beyond the requirements of the job at the national/international level
- Service to PRISA or another professional body in their field.

## How nominations will be judged

The nomination will have to detail the achievements of the nominee and demonstrate how they have advanced the public relations and communication profession. The judges are looking for someone who has:

- Made a major contribution to the development of best practices in public relations and communication management
- Used PR concepts and techniques to make the most of opportunities or solve problems successfully
- Received PR awards and other forms of recognition for PR and communications management related accomplishments
- Has given service to PRISA or other professional bodies in the field or service to the community

Nominations close on 13 March 2016. Visit [www.prisa.co.za](http://www.prisa.co.za) or [www.prism-awards.co.za](http://www.prism-awards.co.za) for more details on how to enter.

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