

Sabre Awards come to Africa

The Sabre Awards, which recognise superior achievement in branding, reputation & engagement, with separate competitions in North America, EMEA, the Asia-Pacific, Latin America and South Asia, will now run in Africa. The deadline for entries is 9 January 2017, although late entries will be accepted until 6 February, with payment of an additional fee.



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The Holmes Group is collaborating with the African Public Relations Association (APRA) to launch the first African Sabre Awards. The competition is now open for entries, and the winners will be recognised at a gala dinner during the 2017 APRA conference, which will take place in Marrakesh, Morocco, in May.

The winners from those regional competitions are eligible for the Global Sabre Awards, which recognise the best PR campaigns from more than 5,000 entries around the world. In addition, the winners from the African Sabres will be entered automatically into consideration for the EMEA awards, which will continue to include an African category - and to accept African entries in all categories.

According to Paul Holmes, who chairs the Sabre judges, "We have seen some exceptional public relations work from Africa in our EMEA Sabre competition in recent years, proving that the best African campaigns are just as strategic, creative and effective as work from Europe's largest and most sophisticated markets. Now is the time for Africa to have its own competition so that we can see even more of that great work."

APRA president Yomi Badejo-Okusanya adds, "APRA is delighted to have partnered with The Holmes Report to launch the Sabre Awards Africa. Recognition of the quality of work being produced across the continent is important, not only to industry players, but also to clients. We are firm believers that recognition inspires continuous improvement and encourages a continued focus on skills development which is a main driver for APRA."

A complete list of categories for the African competition can be found [here](#), with tips for successful entries.

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