

THE GOLD STANDARD AWARDS 2017

GUIDE TO ENTRY

Nominations Open: August 1

Entry Deadline: September 30

Late Entry Deadline: October 7

Shortlist Announced: November 4

Awards Reception in Hong Kong: November 30

PublicAffairsAsia

For further information contact the awards team at goldstandard@publicaffairsasia.com

www.PublicAffairsAsia.com/goldstandard



Dear Colleague,

Welcome to the entry pack for the ninth Gold Standard Awards. As we approach our first decade, we unveil new categories, new judges and new sponsors – underlining that the programme continues to grow from strength to strength.

This year we launch categories specifically highlighting gold standard achievements in Australasia, Greater China, South East Asia, India and the Middle East. We also expand our engagement in digital, reflecting major shifts in the way corporations, governments and non-profits use social and digital channels.

As Chairman I am proud to lead a 90-strong panel of cross-sectoral industry leaders from all corners of the Asia Pacific and Middle East regions. No other awards programme invests the time and energy in constructing such a high profile and experienced judging panel, reflecting that The Gold Standard Awards are truly the awards to win in this region today.

This guide contains all the details your organisation needs to enter this year's programme. Please [visit our website](#) to download the Entry Form. If you have any questions please do not hesitate to contact the awards team at PublicAffairsAsia.

I strongly encourage your organisation to participate in The 2017 Gold Standard Awards and look forward to celebrating with this year's shortlisted nominees in Hong Kong on November 30.

Best regards,

Shakilla Shahjihan
2017 Awards Chairman and
Senior Regional Director for Government Affairs
Abbott Laboratories Asia Pacific

Before starting to write your entries, review these tips and bear them in mind as you finalise drafts

1. Read the **criteria carefully** and ensure that your entry reflects the category it is entered in.
2. Try and make your entry a **compelling and interesting story** and not simply a list of facts.
3. The entry can be **no more than a 1000 words** – so make sure they're well chosen.
4. Ensure that your entry **fits the required timeline** – generally 18 months prior to August 1.
5. Make sure that **planning, implementation and outcomes** are addressed.
6. Give as much detail as you can about what your project achieved and **put numbers to this**.
7. Be **clear in your entry**. Assume the judges know nothing about it. Avoid using jargon.
8. Only use images, links to video and hyperlinks **where it adds value**.
9. Please do not send PDF attachments or video files as supporting evidence. Only **embedded digital links** are permitted.
10. Try to demonstrate **creativity and originality** – and seek to quantify outcomes.

Important Entry Rules:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- Unless otherwise stated nominated programmes must have been launched, or have shown significant activity or progress, in the 18 month period prior to the opening of nominations.
- Please note that supporting materials are NOT PERMITTED. Any reference to supporting evidence should be included as hyperlinks in the external links section of the entry form. Entrants can embed photos or links to videos in the main body of the Entry Form.

Submitting your entry for a Gold Standard Award requires you to follow four simple steps:

Firstly, visit our website at www.publicaffairsasia.com and download the Entry Form. The website also contains full details on the categories and criteria and a downloadable version of this Guide to Entering.

Secondly, write your entry and complete the Entry Form in accordance with the criteria and advice contained in this pack.

Thirdly, follow the Processing Fee link in the Entry Form to pay for your award entry or entries. Where you are submitting multiple entries please select the number of Original and Duplicate entries in the payment processing section. Once credit card payment has been processed, or an invoice issued, you will receive an Order Number via email.

Finally, once the Order Number is inserted into your completed Entry Forms, simply create a PDF of the final documents and send these by email to goldstandard@publicaffairsasia.com

Entry Processing Fees:

Award Entry: US\$300

The entry fee is waived for NGOs entering The Gold Standard Award for NGO engagement and diplomatic missions entering The Gold Standard Award for Diplomatic Engagement.

Duplicate Entry: US\$150

The same programme or initiative can be lodged into more than one category. Please note that duplicate entries must be identical to the entry lodged in the first category.

All entry fees must be processed online before the entry forms are submitted.

Visit www.publicaffairsasia.com/goldstandard/payment to complete the payment process by credit card or to request an invoice for wire transfer.

For questions relating to payment contact pear@publicaffairsasia.com

THE GOLD STANDARD AWARDS 2017 PublicAffairsAsia

The Gold Standard Awards are operated by Public Affairs Asia Ltd. We reserve the right to amend the processes detailed in this guide without notice. Unless specifically stated these terms and conditions are subject to the laws of Hong Kong SAR.

1. Entries are encouraged from corporations, consultancies, state owned enterprises, government bodies, embassies, NGOs, think tanks, universities, chambers of commerce, trade promotion agencies and members of the government affairs, corporate communications and public affairs industries. Entries can be made on the basis of self-nomination or third-party nomination.
2. Entries should be in the name of the corporate body, agency or an individual but must also be lodged with the name of a lead contact in the event of any further information being required during the judging process. Entry packs are available for download and all entries must be received by midnight on September 30, 2017 or be subject to late entry rules (see below) by October 7, 2017.
3. Judges have been selected on the basis of professional experience. Judges will not take part in any panel considering an entry where they have a professional or personal interest. The judges' decision is final and not subject to external review. PublicAffairsAsia will oversee the allocation of category portfolios to ensure cross sectoral, geographical and industry representation. The judging panel is subject to change without notice and the process is subject to a strict Memorandum of Understanding which is available upon request. Judges may be drawn from sponsoring organisations but are excluded from the panel for which they are the sponsor.
4. Unless stated entries should not include any content which is commercially confidential or which breaches client privacy without the prior consent of the client. PublicAffairsAsia accepts no responsibility for the transmission of such information unless expressly stated in the original entry.
5. Entries should be restricted to 1,000 words. Judges reserve the right to exclude any entry which breaches this word limit.
6. No further supporting evidence is permitted unless it is a digital link to for example a video. Once entrants have been shortlisted the judges can request further supporting evidence or material should they deem it necessary. This process will take place from around November 1, 2017.
7. Details of winners' entries, and those of the shortlisted entrants, will be published in a special awards alert published by PublicAffairsAsia. Copyright will be retained by the entrant although PublicAffairsAsia reserves the right to republish shortlisted entries in whole, in part or in edited form in printed and electronic format.

8. Before submitting entries you must pay by credit card or request an invoice online in order to generate an order payment code (this code must be included on the entry form). Once you know the total number of original and duplicate entries you are submitting please follow the link in the Entry Form to arrange payment. Where payment has not been received, PublicAffairsAsia reserves the right to exclude the entry from the judging process. Once an entry fee has been processed it cannot be refunded. The entry fee is reduced to US\$150 where the entry is identical to an entry lodged in another category.

9. Late entry fees of US\$100 in addition to the entry fee apply to all entries received within seven days of the close of nominations. However this fee is waived providing the entry has been pre-registered by September 30, 2017.

10. Entries can be withdrawn (without refund) after the close of nominations. However it is not possible to withdraw an entry once the shortlist has been published (in the event that the entry is shortlisted).

11. Shortlisted nominees will each be entitled to three tickets to attend the Gold Standard Awards reception at The Foreign Correspondents' Club in Hong Kong on November 30, 2017.

12. The Gold Standard Awards are operated by PublicAffairsAsia – part of the PublicAffairsAsia network. All rights are reserved by Public Affairs Asia Ltd., Level 19, Two International Finance Centre, 8 Finance Street, Hong Kong. All rights are reserved.

Questions relating to the Gold Standard Awards should be addressed to Mark O'Brien, Vice President, Asia Pacific at markobrien@publicaffairsasia.com

With thanks to FleishmanHillard: Exclusive Sponsor of this year's awards digital alerts



Award Categories

People and Teamwork Awards

THE PROSPECT GOLD STANDARD AWARDS FOR PROFESSIONAL EXCELLENCE

Sponsored By: Prospect



These awards recognise achievement by senior communications, corporate or public affairs professionals. Two awards will be made: one for an agency professional and one for an in-house professional. The awards are open to the nomination of senior communications and public affairs professionals who are seen as leaders among their peer-groups and the broader corporate affairs and communications industry in Asia Pacific. Please state in-house or consultancy in the nomination. Outline submissions of no more than 500 words must initially be made in this category by September 30. Nominations can be made by nominees themselves, third parties (such as clients and colleagues) and by Gold Standard Awards judges. Entries must show significant leadership and achievement by the nominated professional, illustrating their contribution to their organisation's success. Judges will look for innovation in communications and corporate affairs strategies (**in-house nominee**) and the successful development of their agency's growth, innovation and business development (**consultancy nominee**).

THE GOLD STANDARD AWARD FOR IN HOUSE TEAM OF THE YEAR

Sponsored By: Edelman



This award identifies excellence in an in-house public/corporate affairs or communications team in Asia Pacific or related to the region. It is open to multinational and domestic corporations, government agencies and NGOs. Successful entries must show significant achievement and development in the team management, results and performance in the previous 18 months.

THE GOLD STANDARD AWARD FOR COMMUNICATOR OF THE YEAR

Sponsored By: House of Rose Professional



This category recognises excellence in communications by a business or public figure. It is open to anyone or any corporate, NGO or governmental group to nominate a corporate leader, public servant, campaigner or political figure who has shown significant achievement through their communications over the previous 18 months. Nominations are also sought from among The Gold Standard Awards judging panel. Outline submissions of no more than 500 words must initially be made in this category by September 30. These will be considered by a panel of Gold Standard Awards judges before we request further details in support of the successful nominations. Nominations can be made by nominees, third parties (such as clients and colleagues) and by Gold Standard Awards judges.

THE GOLD STANDARD AWARD FOR POLICYMAKER OF THE YEAR

Sponsored By: Food Industry Asia



This award recognises a government figure or body in the Asia Pacific region for their achievement in the policymaking arena. Entries should illustrate how, through engagement with external stakeholders, an individual minister or policymaking body has successfully developed and implemented a specific initiative which addresses the needs or concerns of stakeholders. Outline submissions of no more than 500 words must initially be made in this category by September 30. These will be considered by a panel of judges before we request further details in support of the successful nominations. Nominations can be made by nominees, third parties (such as corporations or trade groups) and by Gold Standard Awards judges. Judges will be looking for examples of successful outcomes, innovation and consultative and transparent engagement.

Achievement Awards

THE GOLD STANDARD AWARDS FOR CORPORATE CITIZENSHIP

Sponsored By: EON – the stakeholder relations group



One award will be presented in each of the following regional sub-categories: Australasia – including PNG and New Zealand; Japan and Korea; Greater China; South East Asia; India and South Asia; The Middle East.

These awards identify excellence in the development of a CSR, sustainability or good governance project which enhances corporate reputation. They are open to corporations, NGOs and public bodies who can show commitment to sustainable business practices, governance values or corporate responsibility either through a single campaign, case study or broader corporate commitment to these outcomes. Judges will look for innovation in programme development and successful implementation. Entries should highlight how the work undertaken has had a positive effect on the organisation's reputation among target groups.

THE GOLD STANDARD AWARD FOR COUNTRY AND TRADE PROMOTION

Sponsored By: MHP Communications



This award recognises effective communications and public affairs activity in the promotion of a country, industry or trade. It focuses on the work of chambers of commerce, embassies, trade and industry groups and government trade promotion and investment agencies. It is open to any domestic, regional or global trade promotion activity connected to the Asia Pacific region. Judges will look for innovation in design and implementation of a programme which promotes an individual city or country, or an individual trade or industry.

Award Categories

THE GOLD STANDARD AWARD FOR BROADCAST AND VIDEO

This new award recognises the effective use of video or broadcast as a communications or campaign tool by a corporate, NGO or government body. Judges will look for creativity and impact. Entries should contain an embedded link to the video (including any username or password) and be accompanied by up to 500 words. This text should explain the strategy behind the use of broadcast and illustrate impact and outcomes – including, where possible, return on investment.

THE GOLD STANDARD AWARD FOR CORPORATE COMMUNICATIONS

Sponsored By: The Media Village



The Media Village

This award recognises a successful and strategic communications/PR campaign designed and implemented by an organisation, or its communications agency, operating in Asia Pacific. Based on measurable results, entries should show how a process of strategic engagement through a communications or public relations campaign met, or exceeded, target outcomes and objectives. Judges will look for the generation of successful ideas which are implemented in a communications campaign. Judges will also look for specific measurable outcomes and impacts.

THE GOLD STANDARD AWARD FOR FINANCIAL COMMUNICATIONS

Sponsored By: AmCham China



This award identifies excellence in corporate financial communications. It is open to consultancies, corporations and financial institutions, government agencies or regulatory bodies active in the financial communications arena. Judges will look for innovation and successful communications in areas such as M&A communications, IPO communications or investor relations.

THE DIGITAL GOLD STANDARD AWARDS

These three awards recognise excellence in the use of digital and social media as a communications tool by business, governments or NGOs.

The Gold Standard Award for Digital Communications

This award identifies excellence in the creative use of digital channels to achieve communications, public relations or corporate affairs goals. This can be through the use of websites, blogs, email newsletters, online polling and other digital tools. Judges will look for innovative and creative strategies aligned with measurable impact which meet or exceed pre-determined communications outcomes.

The Gold Standard Award for Social Media Communications

This award identifies excellence in the creative use of social media channels to further communications, public relations or corporate affairs goals. This can be through the use of application such as Twitter, Facebook and WeChat and other emerging social media platforms. Judges will look for innovative and creative strategies aligned with measurable impact which meet or exceed pre-determined communications outcomes.

The Gold Standard Award for Integrated Communications

This award identifies excellence in the creative use of digital and social media channels as part of an integrated communications, public relations or corporate affairs strategy. Judges will look for innovative and creative strategies, which utilise digital or social media and at least two of the following channels: media relations, events, experiential, government relations and advertising or paid media.

THE GOLD STANDARD AWARD FOR DIPLOMATIC ENGAGEMENT

Sponsored By: 21st Century Fox



This award identifies excellence in diplomatic engagement through the nomination of any ambassador, embassy, diplomatic mission or parent foreign ministry. Judges will look for innovation in diplomatic engagement in areas such as the promotion of trade, economic, political or cultural relations. Nominations can be made by diplomatic missions themselves or by a third party, such as a foreign ministry, a partnering corporation, trade group, chamber of commerce or NGO. Entries must show the successful implementation of a strategy or project which includes external engagement by the ambassador, embassy, consulate or ministry.

There is no entry fee for this category.

THE GOLD STANDARD AWARD FOR EMPLOYEE ENGAGEMENT

This award recognises employee engagement by a corporate, NGO or governmental organisation. Judges will look for excellence in engagement between an organisation and its employees or membership base. This could include, for example, internal employee communications, crisis communications or change management.

THE GOLD STANDARD AWARD FOR GOVERNMENT RELATIONS

Sponsored By: APCO Worldwide



This award recognises successful and strategic government relations or corporate affairs engagement between a company or NGO and a government body, state agency or regulator. Judges will look for evidence that a process of planned and strategic engagement delivered positive results. Entries should highlight effective and innovative communications or lobbying strategies.

THE GOLD STANDARD AWARD FOR ISSUES MANAGEMENT AND CRISIS COMMUNICATIONS

Sponsored By: CS&A International



Nominations must show effective crisis or issues management work undertaken by any corporation, government, NGO or agency. Entries should clearly illustrate success in the strategy or method for managing an “issue” or “crisis” which has taken place in the last 24 months. Judges will be looking for evidence of successful planning and execution. **Company or organisation names can be redacted where such material is sensitive in nature.**

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Award Categories

THE GOLD STANDARD AWARD FOR NGO ENGAGEMENT

Sponsored By: Weber Shandwick



Nominations for this award should illustrate effective and innovative engagement involving a non-governmental organisation. Entries must illustrate high levels of achievement in a campaign, project or outreach programme involving a corporation, government agency, industry group and a registered charity or official NGO.

There is no entry fee for entries lodged by NGOs.

THE GOLD STANDARD AWARD FOR PUBLIC PRIVATE PARTNERSHIP

Sponsored By: Landmark Public Affairs



This award recognises excellence in any project involving both the public and private sector in Asia Pacific. It reflects the growing importance of PPPs in areas such as health promotion, environmental protection or economic and social development. The award will be made to the organisations engaged in the partnership in recognition of successful public affairs and communications engagement associated with their programme or activities.

THE GOLD STANDARD AWARD FOR STAKEHOLDER ENGAGEMENT

Sponsored By: North Head



This award identifies excellence in a strategy or campaign engaging stakeholders such as government, the media, regulators, employees and the public. It is open to corporations, governments, embassies, NGOs and trade groups represented in Asia Pacific or representing Asian interests outside Asia. Judges want to see how a process of innovative engagement has achieved a positive outcome with stakeholder groups and, in turn, met original and measurable objectives.

Consultancy of The Year Awards

Sponsored By: PR Newswire



THE GOLD STANDARD AWARD FOR AUSTRALIA AND NEW ZEALAND CONSULTANCY OF THE YEAR

This award identifies excellence by a consultancy operating in Australia and New Zealand. Entries can be lodged for an individual office or for the agency as a whole. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation.

Confidential content should be clearly underlined in the entry.

THE GOLD STANDARD AWARD FOR KOREA AND JAPAN CONSULTANCY OF THE YEAR

This award identifies excellence by a consultancy operating in Korea and Japan. Entries can be lodged for an individual office or for the agency as a whole. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation.

Confidential content should be clearly underlined in the entry.

THE GOLD STANDARD AWARD FOR GREATER CHINA CONSULTANCY OF THE YEAR

This award identifies excellence by a consultancy operating in Greater China. Entries can be lodged for an individual office or for the agency as a whole. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation.

Confidential content should be clearly underlined in the entry.

THE GOLD STANDARD AWARD FOR SOUTH EAST ASIA CONSULTANCY OF THE YEAR

This award identifies excellence by a consultancy operating in South East Asia. Entries can be lodged for an individual office or for the agency as a whole. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation.

Confidential content should be clearly underlined in the entry.

THE GOLD STANDARD AWARD FOR INDIA AND SOUTH ASIA CONSULTANCY OF THE YEAR

This award identifies excellence by a consultancy operating in India and South Asia. Entries can be lodged for an individual office or for

the agency as a whole. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation.

Confidential content should be clearly underlined in the entry.

THE GOLD STANDARD AWARD FOR MIDDLE EAST CONSULTANCY OF THE YEAR

This award identifies excellence by a consultancy operating in the Gulf and Middle East Region. Entries can be lodged for an individual office or for the agency as a whole. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation.

Confidential content should be clearly underlined in the entry.

THE GOLD STANDARD AWARD FOR SPECIALIST CONSULTANCY OF THE YEAR

This award identifies excellence by a specialist consultancy operating in Asia Pacific. Entries can be lodged for an individual office or for the consultancy as a whole. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation. Agencies should be focussed on a specialist service such as crisis management, digital communications, financial communications, government relations or CSR/sustainability.

Confidential content should be clearly underlined in the entry.

THE GOLD STANDARD AWARD FOR NEW CONSULTANCY OF THE YEAR

This award identifies excellence by a new consultancy operating in Asia Pacific. Entries can be lodged for an individual office or for the consultancy as a whole. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation. To qualify consultancies must have been operating in the given location for a period of less than three years.

Confidential content should be clearly underlined in the entry.

THE GOLD STANDARD AWARD FOR REGIONAL NETWORK OF THE YEAR

This award identifies corporate public relations and communications excellence by a full service consultancy at the regional network level. It is open to public relations and communications consultancies operating in Asia Pacific who deliver service offerings in the areas such as corporate communications, financial communications, crisis management, corporate public relations or public affairs. Judges will look for evidence of fee and profits growth, client retention and growth, staff and team development, successful client work and service innovation across the Asia Pacific region.

Confidential content should be clearly underlined in the entry.

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