

THE GOLD STANDARD AWARDS 2015

ENTRY BRIEFING



Dear Colleague,

Welcome to the entry pack for The 2015 Gold Standard Awards. Now in their seventh year the awards are unrivalled in the Asia Pacific region: operating across agencies, the private sector, government and NGOs.

I am proud to lead the 60-strong judging panel for this prestigious awards programme and look forward to a record-setting year: both in terms of the number – and the quality – of nominations. Whether you work in corporate affairs, communications, citizenship, digital engagement or in the diplomatic and governmental arenas this guide details categories that will recognise your success.

Winning a Gold Standard Award is a significant achievement and we encourage you to participate and join a wide range of previous winners. These include Coca-Cola, FrieslandCampina, ECPAT, Weber Shandwick, Manny Pacquiao, Microsoft, The US Embassy in Singapore and Ogilvy, to name a few. Once again we invite MNCs, communications consultancies, domestic Asian corporations, governments and NGOs to participate in The Gold Standard Awards.

Please do not hesitate to contact the team should you have any questions about this year's programme.

Good luck to all nominees in the 2015 Gold Standard Awards.

Min Qin,
Vice President
External Affairs and Communications
Fonterra Greater China
Chairman of the 2015 Gold Standard Awards

10 TIPS FOR ENTRY:

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 – which is 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 actually achieved.
7. Be clear in your entry: assuming the judges know nothing about it – and avoid jargon.
8. Only use images, links to video and hyperlinks where it adds value.
9. Do not send PDF attachments or video files as supporting evidence. Only digital links are permitted.
10. Try to demonstrate creativity and originality – and seek to quantify outcomes.

THE TIMELINE:

July 1, 2015: 2015 Gold Standard Awards categories and judges announced
August 1, 2015: Nominations open for the Gold Standard Awards
September 25, 2015: The Gold Standard Awards nominations close (late nominations up to October 5 by agreement)
November 4, 2015: The Gold Standard Awards shortlist announced
December 3, 2015: The Gold Standard Awards cocktail reception at the Foreign Correspondents' Club in Hong Kong

THE GOLD STANDARD AWARDS 2015

ENTERING THE 2015 AWARDS Terms and Conditions

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 will be available for download from August 1, 2015 and all entries must be received by midnight GMT on September 25, 2015 or be subject to late entry rules (see below).

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 1000 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 short-listed the judges can request further supporting evidence or material should they deem it necessary. This process will take place from around November 4, 2015.

7. Details of winners' entries, and those of the shortlisted entrants, will be published in a special awards edition of PublicAffairsAsia. Copyright will be retained by the entrant although PublicAffairsAsia reserves the right to republish shortlisted or winning entries in whole, in part or in edited form in printed and electronic format. Entries may be published in whole or in part on SharingValue.Asia unless marked as confidential.

8. It is the responsibility of the entrant to ensure that the entry processing fee of US\$300 per entry is settled prior to the close of nominations. Where the 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 25, 2015.

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 attend the Gold Standard Awards reception at The Foreign Correspondents' Club in Hong Kong on December 3, 2015.

12. The Gold Standard Awards are operated by PublicAffairsAsia – the publication 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. We reserve the right to amend the processes detailed in this briefing without notice. Unless specifically stated these terms and conditions are subject to the laws of Hong Kong SAR.

Further questions relating to
The Gold Standard Awards should
be addressed to
goldstandard@publicaffairsasia.com

Nominations for the 2015 Gold
Standard Awards open on
August 1. Unless otherwise stated
entries should be submitted to
goldstandard@publicaffairsasia.com
by September 25.

THE 2015 CATEGORIES

THE PROSPECT GOLD STANDARD AWARDS FOR PROFESSIONAL EXCELLENCE

Sponsored by: Prospect



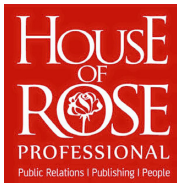
These awards recognise achievement by a senior communications, corporate or public affairs professional connected to the Asia Pacific region. Two awards will be made: one recognising excellence in the agency sector and a second reflecting in-house professional excellence by an individual. The awards 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.

Criteria:

Outline submissions of no more than 300 words must initially be made in this category by September 25. 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 themselves, third parties (such as clients and colleagues) and by Gold Standard Awards judges. There is no entry fee for this category.

THE GOLD STANDARD AWARD FOR COMMUNICATOR OF THE YEAR

Sponsored by: The House of Rose Professional – Public Relations | Publishing | People



This category recognises excellence in communications by a business or public figure in Asia Pacific. 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.

Criteria:

Outline submissions of no more than 300 words must initially be made in this category by September 25. 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. There is no entry fee for this category.

THE GOLD STANDARD AWARD FOR POLICY-MAKER OF THE YEAR

Sponsored by: Kreab



This award recognises a policymaker in the Asia Pacific region for their gold standard achievement in innovative and consultative policymaking. Entries should illustrate how, through engagement with external stakeholders, an individual minister or policy-maker [for example a regulator] has successfully developed and implemented a specific initiative which addresses the needs or concerns of stakeholders.

Criteria:

Outline submissions of no more than 500 words must initially be made in this category by September 25. 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 clients and colleagues) and by Gold Standard Awards judges. There is no entry fee for this category.

THE GOLD STANDARD AWARDS FOR CORPORATE CITIZENSHIP

Sponsored by: Eon – The Stakeholder Relations Firm



These awards identify excellence in the development of a CSR, sustainability or good governance project which enhances corporate reputation. It is 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.

One award will be presented in each of the following sub-categories:

- **In-Country Programme:** Awards a citizenship programme taking place in only one country which is not related to a global programme.
- **Regional Programme:** Awards a regional citizenship programme which takes place in more than one country which is not related to a global programme.
- **Global-Asia Programme:** Awards the local implementation of a global programme at either the in-country, regional or global level.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- Nominated programmes must have been launched, or have shown significant activity or progress, in the 18 month period prior to the opening of nominations.
- Entries must state whether they are being submitted for in-country, regional or global.
- Please note that supporting materials are NOT PERMITTED. Any reference to supporting evidence should be included as hyper-links 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.

THE GOLD STANDARD AWARD FOR COUNTRY OR TRADE PROMOTION

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.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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 hyper-links 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.

THE GOLD STANDARD AWARD FOR CORPORATE FINANCIAL COMMUNICATIONS

Sponsored by: AmCham China



This award is designed to identify excellence in corporate financial communications, government relations or regulatory affairs. It is open to consultancies, corporations, financial institutions, government agencies or regulatory bodies active in the financial communications arena. Entrants should show "Gold Standard" excellence in areas such as M&A communications, IPO communications or related regulatory or governmental affairs.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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 hyper-links 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.

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. It recognises achievement in corporate public affairs 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 achievement of a desired strategy or outcome following a process of external engagement by the ambassador, embassy, consulate or ministry. **There is no entry fee for this category.**

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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.

THE GOLD STANDARD AWARD FOR EMPLOYEE ENGAGEMENT

The Gold Standard Award for Employee Engagement recognises achievement in internal communications or change management within a corporate, NGO or governmental organisation operating in Asia Pacific. It is open to any programme active in the last 18 months. Successful nominations will highlight excellence in the engagement between an organisation and its employees or membership in areas such as crisis management, change management or internal employee communications.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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.

THE GOLD STANDARD AWARD FOR GOVERNMENT RELATIONS

Sponsored by: Henry Hale Maguire



This award recognises successful and strategic engagement between an external organisation and a government, public body, state agency or regulator. Based on results entries should show how a process of strategic engagement with government or a public body was planned, implemented and led to a positive or desired outcome.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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.

www.publicaffairsasia.com/goldstandard

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.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- Referenced achievements 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 hyper-links 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.

THE GOLD STANDARD AWARD FOR ISSUES MANAGEMENT AND CRISIS COMMUNICATIONS

Sponsored by: NorthHead



This category requires nominations outlining excellence by any corporation, government, NGO or agency in communicating key messages in the management of an "issue" or "crisis". It is open to entrants from all sectors which can show a "Gold Standard" response to an event which took place over the previous 18 months.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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 hyper-links 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.

THE GOLD STANDARD AWARD FOR NGO ENGAGEMENT

Sponsored by: CS&A International Risk, Crisis and Business Continuity Management



INTERNATIONAL RISK, CRISIS & BUSINESS CONTINUITY MANAGEMENT

Entries for this award should show excellence in engagement with or between a non-governmental organisation and a third party organisation. Entries must show high levels of achievement or success in a campaign, project or outreach programme involving a corporation, government agency, industry group and a registered charity or official non-governmental organisation.

There is no entry fee for entries lodged by NGOs.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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 hyper-links 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.

www.publicaffairsasia.com/goldstandard

THE GOLD STANDARD AWARD FOR PUBLIC PRIVATE PARTNERSHIP

Sponsored by: HP



This award recognises excellence in any project involving both the public and private sector in Asia Pacific. It reflects the growing importance of public private partnerships in areas such as health promotion, environmental protection and the delivery of public services. The award will be made to a partnership as a group in recognition of the public affairs and communications engagement, execution and outcomes connected to their PPP programme.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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.

THE GOLD STANDARD AWARD FOR DIGITAL COMMUNICATIONS

Sponsored by: The Media Village



The Media Village
Where Brands Meet Content™

This award recognises excellence in the use of digital media, including social media platforms and corporate websites, as a communications tool by business, governments or NGOs. Entrants must show how social or digital media has been used to effectively communicate with target stakeholder groups and has, then, achieved desired and pre-stated outcomes.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33% basis.
- 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.

THE GOLD STANDARD AWARD FOR STAKEHOLDER ENGAGEMENT

Sponsored by: Vriens & Partners



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. With an emphasis in outcomes entries will show how a process of planned engagement has achieved a positive outcome with stakeholder groups.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- 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.

THE GOLD STANDARD AWARDS FOR CONSULTANCY OF THE YEAR

Sponsored by: PR Newswire



CATEGORY A: IN-COUNTRY CONSULTANCY OF THE YEAR

This award identifies full service corporate public relations and communications excellence by a consultancy within a country in Asia Pacific. It is open to consultancies operating at the in-country level. Entrants must offer either a full service portfolio or a specialism in the areas of corporate communications, corporate public relations or public affairs.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- Referenced achievements 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.

CATEGORY B: SPECIALIST CONSULTANCY OF THE YEAR

This award identifies corporate public affairs, public relations and communications excellence by a consultancy practice or specialist agency. It is open to public relations and communications consultancies operating in Asia Pacific who deliver service offerings in the areas of corporate communications, corporate public relations or public affairs.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- Referenced achievements 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.

CATEGORY C: 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 of corporate communications, financial communications, crisis management, corporate public relations or public affairs.

Criteria:

- Entries should NOT EXCEED 1000 words and should address planning, execution and outcomes [where appropriate] on an equal 33%, 33%, 33% basis.
- Referenced achievements 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 include photos or links to videos in the main body of the entry.

NEED AN AWARD-WINNING FILM TO SUPPORT YOUR ENTRY?

PublicAffairsAsia and Gold Standard Awards official film production partner, The Media Village, is here to help.



The Media Village
Where Brands Meet Content™

The importance of a strong entry film can't be underestimated. It's often the difference between collecting metal and going home empty-handed.

The Media Village has years of experience producing award-winning entry films for clients across the world at prestigious international shows including Cannes Lions, CLIO, Silver Anvils, PR Week and others.

Call **Charles Edwards** or **Ann Chu** today on **+852 3743 0555** or email them at **meetme@themediavillage.com** to see some of their work and discuss your needs.