

Developing an award-winning campaign

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#LGcommsCampaigns

How the judging works

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County Council

#LGcommsCampaigns

Public Service Communications Excellence Awards

- Government Communication Service
- LG Communications
- Local Government Association

Free to enter

Central
Government

Local
Government

Emergency
services

Health

How to apply

Public Service Communications Excellence Awards 2019

- What is the problem you are seeking to address?
- Summary of your activity
- Impact of your campaign
- Supplementary PowerPoint for visual content
- Option to supply a short film

Keep an eye out

- LG Comms website
- LG Comms bulletin
- LG Comms social media
- Government Communications Service website
- APComm
- FirePRO



Approx Timings

Award Entries
open

- June - Sept

Judging

- Sept - Oct

Shortlisted
entries
informed

- October

Judging

- Panel of around 5 judges
- Representative of central and local government and blue light services
- Last year 70 entries
- Shortlisted finalists will be invited to awards event (event still open to all to attend)
- Final places will be announced
- Judges will highlight why the winners were successful



The Awards Ceremony



**Manchester
5 November
2019**

Just awaiting
your great
campaign



Questions and discussion

Please wait for the roving microphone then state your name and authority / organisation prior to presenting your question.

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