

PReducated Student PR Competition – tender

Are you ready to **challenge** yourself at an event where corporate and agency professionals, university professors, and students come together to discuss the current challenges and prospects of the PR profession? Sign up for the PReducated Student PR competition and gain the experience of a lifetime!

The goal of the competition is to strengthen the recognition of the PR and marketing profession, as well as further increase professional standards. We **await enthusiastic students** who are ready to challenge themselves and their ideas.

The event is **organized by** FERLING Ltd., the Faculty of Cultural Sciences, Education and Regional Development of the University of Pécs, the Hungarian Public Relations Association, and K&H.

Conditions of application

We welcome applications from teams of three students studying **marketing or communications** at the **BA/BSc or MA/MSc** level, whether in **full-time or correspondence** courses. Teams can consist of students from different departments and institutions.

Application deadline: 17th September 2024

The course of the competition

The competition consists of two rounds.

In the first round, the task is to formulate the **PR strategy for K&H's Sustainable Municipalities Award**. A professional jury will evaluate the completed materials. The six best teams will advance to the second round.

The second round will be held during the PReducated international PR conference. The **finalists will present their proposals to the judges**, and the final ranking will be determined based on the evaluation of their presentations.

The task of the first round

K&H is on the lookout for Hungary's most sustainable municipalities, and your mission is to help identify them!

During the first round, your task is to develop the PR communicational plan for **K&H's Sustainable Municipalities Award**. The most important information:

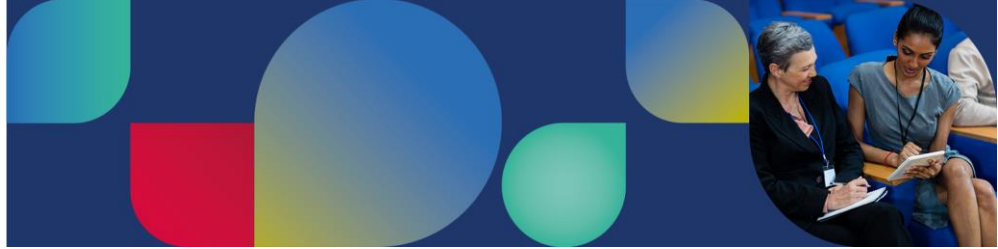
- Hungarian municipalities and the business associations and foundations owned by them can apply for the award.
- The two categories announced: the environmental performance of the year, and the social performance of the year.
- The goal is to increase the visibility and reputation of the tender, as well as the number of applicants.

The teams will receive the **detailed brief** of K&H's Sustainable Municipalities Award in writing after the entry deadline, on the **17th of September**. The condition of receiving the brief is the acceptance of the non-disclosure agreement.

The strategy should be prepared as a **PowerPoint presentation and submitted in PDF format, with a maximum of 20 slides**.

További részletek:

 prkonferencia.ferling.hu



The completed strategy should be submitted by the **25th of September 2024** to the prkonferencia.ferling@mprsz.hu email address.

Evaluation criteria

The elaborated strategy will be evaluated based on the following criteria:

INSIGHT: *points given on a scale of 1-10*

- Considering the needs (insight) identified in the organization's environment, how well-established is the communication activity?
- Does the plan understand the target audience profoundly? Is the initial assessment built upon the PR campaign precise and relevant?
- Was the applicant able to recognize a crucial problem or need to which the campaign offers a solution?

STRATEGY: *points given on a scale of 1-10*

- How clear and well-prepared is the strategy?
- How well does the concept align with the goals of the tender? Is the strategy coherent and consistent with the assigned objectives?
- Is the strategy able to increase the reputation and visibility of the tender? (selection of professional tools, the soundness of the strategy, the harmony between the strategy and the corporate values, the use of communicational channels and tools appropriate to the target audience, comprehensibility, usability, and adaptability)

INNOVATION: *points given on a scale of 1-10*

- What new and original ideas are mentioned in the plan?
- Is it different in any way from usual PR campaigns? How bold and pioneer is it while being feasible and realistic (in terms of resources)?
- Can it attract the attention of the target audience? (new and original point of view, interesting, never-before-seen idea to expand ordinary communicational boundaries)

EXECUTION: *points given on a scale of 1-10*

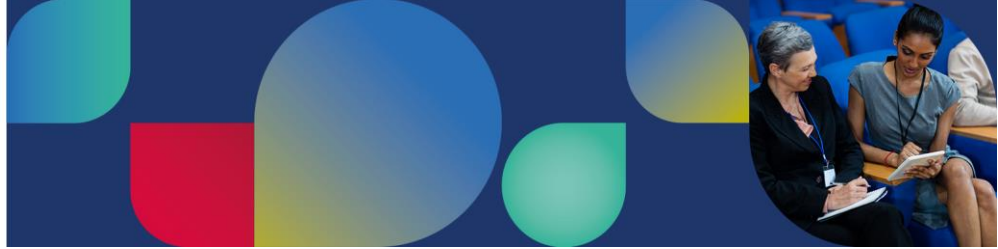
- How ambitious is the execution?
- How easily comprehensible, processed and well-paced is the material?
- How detailed is the execution? Is the proposal clear, well-crafted, and feasible?

Finals

During the finals, the prepared PR strategy will be **presented to the jury** in the form of presentations. The material handed in in the first round **can be changed formally or extensively**, and can even be shortened. You are not obligated to share every detail of the material during the presentation; however, you are prohibited from including new ideas, tools, or any other element in this phase, the jury will not consider them.

You will have 5 minutes to present your material and 3 minutes to answer questions from the judges.

During the evaluation, the **jury will take into account:**



- The content and visual elaboration of the presentation.
- The highlights and emphases.
- The delivery.
- The time management.
- Division of tasks within the team.
- The answers given to the questions.

The finals will be held on the 17th of October, during the PReducated international PR conference in Szekszárd, in the building of the Faculty of Cultural Sciences, Education and Regional Development of the University of Pécs (Rákóczi u. 1.).

Team members who reach the finals are welcome to attend both days of the conference free of charge. Complementary accommodations will be provided in the university's dormitory.

Jury members

- Márta Bede, Managing Director, Well PR
- Péter Fiedler, Head of Corporate Communications, TDK
- Nóra Horvath Magyary Voljč, Communication Officer, K&H Group
- András Radetzky, assistant professor, Faculty of Humanities and Social Studies, Pázmány Péter Catholic University
- Szabolcs Tóth, Regional Marketing Director, Terrán

Deadlines

17th September – application deadline for teams

17th September – sending a detailed brief to the applicants

18th September – online consultation and opportunity to ask questions from the representative of K&H

25th September – submission deadline for the first round

7th October – informing the teams about the results of the first round

17th October – finals at the PReducated international PR conference

Prizes

Every finalist team member will receive the new book of Ferling József, founder-executive director of FERLING Ltd., chairman and Member Emeritus of the Hungarian Public Relations Association, titled „The 1 Million Piece Puzzle”.

The members of the final three teams can participate in an online, practice-oriented, 2x1.5-hour training held by the social media and online advertisement expert of FERLING Ltd.

In addition, the finalist teams will receive additional prizes based on their final placements.

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