



THE SINGLE VOICE FOR STAKEHOLDER RELATIONS
Communicate

The Digital Impact Awards and PRCA join forces to reward digital communications excellence during the COVID-19 pandemic - with new award at no cost to enter or attend

July 1, 2020

Communicate magazine and the PRCA have announced a new joint award, the *Best Digital Communications During Covid-19*, to be held at their combined awards evening. The *Best Digital Communications During Covid-19* category will recognise the challenges that companies have faced during the Coronavirus pandemic and will acknowledge those organisations that have overcome the obstacles of the global pandemic and excelled in their use of digital communications to engage with their corporate audiences.

There will be no charge to enter the new *Best Digital Communications During Covid-19* category, and for those organisations whose work reaches the shortlist, there will be no cost to attend. As the PRCA's director general, Francis Ingham, director general of the PRCA said "This crisis has demonstrated some incredible creativity and tenacity in the face of extraordinary challenges. I am sure we will see some notable work from communications professionals in all organisations, including many that have worked hard to survive through these last months. The excellent work they've all done should be recognised, benchmarked and celebrated - and we want to enable them to do that without charge. We are delighted that this award will enable companies, local authorities and government departments and other organisations to showcase digital communications at its finest, regardless of their current financial situation."

Communicate magazine and the PRCA has already announced a unique venue sharing arrangement. Communicate magazine's Digital Impact Awards, launched 11 years ago, and the PRCA's Digital Awards, six years ago, have historically been separate events, but this year, to serve the communications and PR community, the two organisations are joining forces and holding both awards ceremonies at the same gala dinner at the Grand Connaught Rooms on October 13. "Although our two awards programmes celebrate different kinds of creative work we think in these times, we can bring everyone together in one evening with one dinner, and the chance to win in either sets of awards" said Communicate magazine's Andrew Thomas, "We hope that agencies and in-house teams will be able to, finally, celebrate en masse and in style.

Companies have until October 1 to enter and the award will be judged by a cross section of judges from both the Digital Impact Awards and the Digital Awards on October 7th. Full details of entry are available at Communicate magazine's www.DigitalImpactAwards.com or the PRCA's www.prcadigitalawards.com.

For additional information or further quotes contact

Francis Ingham
Director general
PRCA
020 7233 6026
francis.ingham@prca.org.uk

Andrew Thomas
Publisher
Communicate magazine
020 3950 5356
andrew.thomas@communicatemagazine.co.uk

