TACTICS

• Analytics and observations reports
  - Trend reports

• Organizations that develop and execute ongoing monitoring, analysis and reporting are encouraged to enter content based upon the following mediums:
  - Social advertising
  - Media Kit
  - Podcasts / Audio

■ WRITTEN CONTENT

  - White papers
  - Long Form Content
  - Short Form Content
  - Employee communications
  - Presentation or speech

■ MULTIMEDIA CONTENT

  - Video – Full length
  - Video – Social
  - Photography
  - White papers

■ PROMOTIONAL CONTENT

  - Long Form Content
  - Short Form Content
  - Employee communications
  - Presentation or speech

■ MEASUREMENT AND REPORTING

  - Snapshot reports
  - Dashboards
  - Reports

■ ANALYSIS

  - Newsworthy digital content
  - Content that improves the user experience

INDIVIDUAL / ORGANIZATION AWARDS

RENAISSANCE HALL OF FAME AWARD

Awarded to an individual who has contributed significantly to the public relations industry in the Pittsburgh region. The recipient must have a minimum of 20 years of experience in public relations or similar field.

RENAISSANCE COMMUNICATIONS TEAM OF THE YEAR

Awarded to a public relations team that demonstrates excellence in the design and execution of public relations campaigns. The team must have at least five members, with a minimum of five years of experience in public relations or similar field.

RENAISSANCE RISING STAR

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be under the age of 40 and have at least three years of experience in public relations or similar field.

RENAISSANCE PR ENTREPRENEUR OF THE YEAR

Awarded to an individual who demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE REGULATED COMMUNICATIONS AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE SOCIAL MEDIA CAMPAIGN AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE ANNUAL REPORT AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE COMMUNICATIONS STRATEGIST OF THE YEAR

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE EXCELLENCE IN MEDIA RELATIONS AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE DIVERSE AND DEEP COMMUNICATIONS TEAM OF THE YEAR

Awarded to a public relations team that demonstrates excellence in the design and execution of public relations campaigns. The team must have at least five members, with a minimum of five years of experience in public relations or similar field.

RENAISSANCE INNOVATION AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE PRIDE OF THE YEAR AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE ENTREPRENEUR OF THE YEAR AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE COMMUNICATIONS STRATEGIST OF THE YEAR AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE EXCELLENCE IN MEDIA RELATIONS AWARD AWARD

Awarded to an entry that demonstrates excellence in the design and execution of public relations campaigns. The recipient must be an entrepreneur or independent public relations practitioner.

RENAISSANCE DIVERSE AND DEEP COMMUNICATIONS TEAM OF THE YEAR AWARD

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RENAISSANCE INNOVATION AWARD AWARD

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