

- 6.30pm Registration and cocktail reception**
- 7.35pm Welcome address**  
Carlos Bruinsma, editor, *Marketing* magazine
- 7.40pm Awards presentation – segment 1**  
Best Engagement - Mass Community  
Best Influencer Strategy  
Best PR Campaign - Food and Beverage  
Best PR Event  
Best PR Campaign - Corporate Social Responsibility  
Best Experiential PR Campaign  
Most Effective PR Campaign
- 8.10pm Intermission 1**
- 8.20pm Awards presentation – segment 2**  
Best PR Campaign - Consumer  
Best PR Campaign - Media Relations  
Best PR Campaign - Public Awareness  
Best PR Campaign - Retail  
Best PR-Led Integrated Communications  
Best Promotional Campaign  
Best Reputation/Brand Management Campaign
- 8.55pm Intermission 2**
- 9.05pm Awards presentation – segment 3**  
Best Launch/Relaunch  
Best PR Campaign - Lifestyle  
Best Use of Digital  
Best PR Idea  
Best Use of Content  
Best PR Campaign - Public Services  
Best Use of Social Media
- 9.40pm Intermission 3**
- 9.50pm Awards presentation – segment 4**  
Global PR Campaign  
Best Use of Budget  
Campaign of the Year  
Best PR Campaign - China  
Best PR Campaign - Health and Beauty  
Best Engagement - Targeted Community  
Rising Star  
Best of Show - Brand  
Best of Show - Agency
- 10.25pm Closing address**  
Carlos Bruinsma, editor, *Marketing* magazine