

- 6.30pm Registration & cocktail reception**
- 7.20pm Ballroom doors open**
- 7.25pm Welcome address**
Rezwana Manjur, editor, *Marketing* magazine
- 7.30pm Awards presentation - segment 1**
Best Regional PR Campaign
Most Creative PR Stunt
Best Use of Technology
Best Digital Communication Strategy
Best PR Campaign by an In-house Communications Team
Best Use of Broadcast / Video
Best Sports PR Campaign
Best Use of Social Media
- 8.10pm Intermission 1**
- 8.20pm Awards presentation - segment 2**
Best Re-Branding PR Campaign
Best Direct-to-Consumer PR Campaign
Best Engagement for a Targeted Community
Best Product Launch / Re-Launch PR Campaign
Best PR-led Integrated Communications
Best PR Idea
Best Use of Bloggers / Influencers
Best PR Campaign - Lifestyle
- 9.00pm Intermission 2**
- 9.10pm Awards presentation - segment 3**
Best PR Campaign - Food and Beverage
Best PR Campaign - Consumer
Best Investor Relations Campaign
Best Event-Led PR Campaign
Best Employee Engagement / Internal Communications
Best Government Sector PR Campaign
Best PR Campaign - Luxury
Best B2B PR Campaign
- 9.50pm Intermission 3**
- 10.00pm Awards presentation - segment 4**
Best CSR Communications
Best Crisis Management
Best Use of Content
Best PR Campaign - Public Services
Best Insights-Driven PR Campaign
Best Media Relations Campaign
PR Awards Champion – Agency
PR Awards Champion – Brand
- 10.40pm Closing address**
Soren Beaulieu, publisher, *Marketing* magazine
- 10.45pm End**