



## I. Application form (template) for «Student of the year» Eventiada IPRA GWA

(This application form is presented for review. Please note that applications are accepted only when filling out the form on our website [www.eventiada.com](http://www.eventiada.com))

### Contact data:

- Name
- Last name
- Country
- City
- University/institute
- Email
- Phone number

### Basic project information:

- Author/-s of the project/-s
- Title of the project / Titles of the projects
- Sphere of the project/-s
- Geography of the project/-s (through comma)
- Audience reached (for several projects list all of them through comma)
- Audience reached (for several projects list all of them through comma)

### Project/-s details:

- Main goal of the project/-s
- Outcome/-s
- Brief description of one of the projects (problem, relevance, target audience, conduction and resources)) (up to 500 characters)

### Additional materials:

To attach additional materials to the application, please upload them to file or video hosting. (Google drive, Yandex disk, Dropbox, Youtube ...)

**All materials are accepted as references.**

- Link to video about the project (if there is one)
- Link to album with images (if there is one)
- Link to other materials (presentation, detailed description, etc.)
- Links to confirm the activity of the project (for example, publications in the media)

### Why are you a «student of the year»?

Explain why you deserve the status of “student of the year”



## II. Research

### Research step 1

How would you generally describe the changes that have occurred in the PR industry this year?

- Positive
- Negative
- Nothing has changed

From your point of view, which aspects of the public relations business saw increase in 2019?

- Creativity
- Digital build and production
- Media relations
- Analytics
- Research
- Other

Where did you notice decrease concerning the PR business?

- Creativity
- Creativity Digital build and production
- Media relations
- Analytics
- Research
- Other

List three major trends you observe in PR nowadays. (through comma)

List three major challenges for PR today. (through comma)

List five characteristics of an ideal client for PR specialists. (through comma)



## Research step 2

Choose three words that, to your mind, best describe the essence of today's public relations.

- Leadership
- Sales
- Reputation
- Post-truth
- Lead generation
- Digital
- Managing expectations
- Neuromarketing
- Brands advocacy
- CCO
- Influence
- Other

Which word best describes a chief communications officer?

- Idea generator
- Communications leader
- Strategic partner

Which criteria do you use while evaluating the work of PR specialists?

- Company's market capitalization
- Company's reputation
- Sales
- Media coverage
- Brand's value
- A wide variety of KPI
- Contribution to sustainable development

From your point of view, who are three main leaders in today's PR market? (through comma)



### Research step 3

To your mind, what should be the share of a company's spending on PR today?

- Less than 5%
- 5-10%
- 10-15%
- 15-20%
- 20-30%
- Other

What changes do you expect in the PR market in 2020?

- Positive
- Negative
- Don't expect any serious changes

Where do you expect positive changes in 2020?

- PR market share
- PR agencies profitability
- Corporate reputation
- Social responsibility
- Balance of stakeholders' interests
- Market spending
- Addressing clients' digital needs
- Supply of talent in the market

Where do you expect negative changes in 2020?

- PR market share
- PR agencies profitability
- Corporate reputation
- Social responsibility
- Balance of stakeholders' interests
- Market spending
- Addressing clients' digital needs
- Supply of talent in the market



## Research step 4

Where do you work/study?

- PR agency
- PR department at a company
- Public organization
- Non-governmental organization
- College, university
- School
- Other

What is your source of industry's news?

- PR media (The Holmes Report, etc.)
- Users posts in social media
- Colleagues
- Don't follow the news
- Other

To your mind, what should be the main features of modern PR agencies?

- Top management made up of professionals with many years of experience in PR
- Internships for those who have just started their career in PR
- Trainings for agencies' employees
- Corporate social responsibility
- Performance reviews
- Fulfilling corporate life (corporate events, trips, etc.)
- Corporate events with preminent speakers from PR industry
- Other

Why do you participate in Eventiada IPRA GWA 2019?

- It has become a tradition for me
- Colleagues recommended
- Read the recommendation in respected media
- Want to tell about my project
- It's important for my job