



Eventiada IPRA GWA to announce the PR Visionnaire personal award for the first time as well as to expand the list of nominations to support UN SDGs

The largest communications award in Eastern Europe, Central Asia and CIS — Eventiada IPRA GWA announces new categories and schedule for 2021 season.

Eventiada IPRA GWA is the regional partner of the IPRA Golden World Awards, a global competition held since 1990 by the International Public Relations Association (IPRA), one of the oldest industry associations, that has been setting up standards for public relations since 1955 and cooperating with the UN since 1984. In 2020 Eventiada IPRA GWA joined IPRA Golden World Awards in supporting the UN Sustainable Development Goals.

The endorsement of IPRA program supporting the UN Sustainable Development Goals was met with great success, which allowed us to expand the category for outstanding campaigns supporting UN SDGs in 2021 season. This year also marks the introduction of the PR Visionnaire, a new personal award, which will acknowledge the most outstanding professionals for their vision of the future of the industry and the creation of new trends in communications.

Eventiada IPRA GWA 2021 key dates:

- June 1, 2021 - we are open for entries
- October 15, 2021 - entries close
- December 6, 2020 - gala ceremony

Alexey Safronov, Eventiada IPRA GWA President, Orta Communications Group General Director: “The best campaigns from 14 countries were recognized by the highly ranked and professional international jury from 35 national associations of 17 countries. Eventiada IPRA GWA establishes communications standards and trends and we are very happy that the support with IPRA of UN sustainable development allows us to identify the best trends in this area as well. The time has come for the information visionnaires who shape the future of communications in the world to come out in the open. Therefore, the introduction of the PR Visionnaire award this year will become a new important milestone”.

Philippe Borremans, IPRA President: “After 400 days of a global pandemic where Communicators from all industries and governments have been impacted, it is now time to highlight and celebrate all the hard work that was done in very difficult circumstances. Our role as bridge builders, bringing people together and offering hope and advice are even more crucial than before. Our ethical, trustworthy and inclusive communication is the most powerful countermeasure to fake news, misunderstandings and a dividing narrative. We should all be proud to be part of our beautiful but also crucial profession. The long term relationship between IPRA and the UN, including the UN's Sustainable Development Goals, provide the perfect framework for Public Relations practitioners to support real and tangible global priorities. We are delighted that Eventiada IPRA GWA, the largest communications award programme in the region, is part of this process”.

Eventiada IPRA GWA will accept entries starting from June 1 in the following categories:



- Outstanding Campaigns Supporting UN SDGs
- Practice Areas Awards
- Special Categories Awards
- Personal Categories Awards
- Contribution to Communications Industry Categories
- Media Categories
- Best Youth Campaigns

The submission of entries in English for campaigns that took place between Sep 1, 2020 and Sep 1, 2021 will be available via our website: www.eventiada.com/en

About the Award:

Eventiada IPRA GWA is the largest communications award in Eastern Europe, CIS and Central Asia, awarded since 2011. In 2020 Eventiada IPRA GWA joins IPRA Golden World Awards in supporting the UN Sustainable Development Goals.

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In 2020 the award has brought together the largest multinational and national corporations, global and local NGOs, governments, network and independent agencies and the creative youth from 14 countries: Armenia, Belarus, Bulgaria, Croatia, Hungary, Kazakhstan, Latvia, Poland, Romania, Russia, Serbia, Tajikistan, Turkey and Ukraine. The winners were selected by an international jury of 35 national associations from 17 countries.

Eventiada IPRA GWA is organized since 2011 by Orta Communications Group and the International Public Relations Association (IPRA). It is supported by APRA (Azerbaijan), APRA (Armenia), AKKK (Belarus), Baku School of PR, BAPRA (Bulgaria), HUOJ (Croatia), EPRA (Estonia), IPR (Belarus), MTL (Finland), MPRSZ (Hungary), LASAP (Latvia), PRSS (Slovenia), PSPR (Poland), ARRP (Romania), DSOJ (Serbia), IDA (Turkey), TÜHID (Turkey). In Russia Eventiada IPRA GWA is supported by Association of managers (AM), Lomonosov Moscow State University and Russian State Social University, RAEC, AKAR, AKMR, AKOS, RASO, RAPR, PRCA Russia, ARDA, RBEN, ABKR, RAMU.