



the! award

of the Croatian Public Relations Association for the best communication projects

Guidelines for Applicants (1 2025)

The instructions and the application form are a set of guidelines for the quality preparation of the communication project submission to the competition.

the! award of the Croatian Public Relations Association is a recognition given to colleagues for their excellence in the design and implementation of projects related to strategic communications and public relations in companies, government institutions, local government bodies, associations, and public relations agencies.

the! award will include 9 categories.

1. JURY

The jury comprises up to 3 (three) representatives of organizations that bring together public relations experts from Bosnia and Herzegovina, Croatia, Montenegro, North Macedonia, Slovenia and Serbia.

2. IMPORTANT DATES AND DEADLINES

Competition opens Wednesday, August 13, 2025

Competition closes Wednesday, September 17, 2025, at 6 p.m.

3. REGISTRATION FEE

The basic registration fee for the project submission for members is EUR 165 + VAT and for non-members, EUR 185 + VAT. For earlier submissions, the registration fee is lower, and for later, it is higher.

Registration fee¹:

REGISTRATION	REGISTRATION DEADLINE	MEMBERS (amount in EUR without VAT)	NON-MEMBERS (amount in EUR without VAT)
Regular registration	August 13 2025 - September 1, 2025	165	185

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Registrations imply payment of the registration fee by the specified deadline and sending complete material in accordance with the instructions and the application form.



Late registration	September 1, 2025 – September 17, 2025, at 6 p.m.	180	205
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Applicants who submitted at least one project on annual domestic award get 30% off the price (+ VAT)

4. FREQUENT QUESTIONS

a) Who can submit a project?

The! is open to all public relations professionals. Applicants may be natural and legal persons engaged in public relations. Applicants may also be natural and legal persons from abroad in accordance with the rules for applicants from abroad.

b) Is there a time limit for which projects can be applied?

Campaigns implemented **during 2024 can** be applied for, they can be local or international.

In the case of multi-annual projects, the applicant independently chooses for which phase and which year to submit the project, considering that the project, regardless of the number of phases, can be submitted only once.

c) In how many categories may a project be submitted?

A project may be submitted in only one of the categories offered at the international level.

d) May the same project be submitted in a national and international public call?

Yes, the same project may be submitted to both public calls applying the provisions of each of the public calls.

In that case, it is an application of two projects, and it implies an additional registration fee.

e) How many projects may we submit?

The number of projects that may be submitted is not limited.

f) The project was submitted to one category, but we were notified that it had been moved to another. Could you explain to us what this is about?

According to the! awards Regulations, the jury may, after reading the project, if it concludes that the project has been submitted in the wrong category, assign the project to another, appropriate category.

g) Does the jury consider applications that contain more than the prescribed 1000 words?

A maximum of 1000 words may be used to describe the project. The jury will not consider the applications with more than 1000 words in the project description.

h) Must the presentation for the Finalists Presentation be exclusively in ppt format, or may other tools and formats be used?



For the presentation of the project at the Finalists Presentation, all available tools and formats for making presentations may be used (ppt, video, provided that the video may not be longer than 2 minutes of the entire presentation, i.e., it may not predominate in the presentation). The presentation contains up to 15 pages and may not be longer than 5 minutes.

- i) Must the presentation, which contains supplementary material along with the Application Form, follow the content of the application or provide additional information about the project that is not stated in the application?

The presentation should provide additional, deeper insight into the project as an added value to the content of the application so that the jury could ask questions and possibly clarify existing uncertainties if there are any. The presentation does not necessarily follow the content of the Application Form itself. It is recommended to use as many photos, charts, visual materials, social network content, etc., as possible. All elements and materials must be in one presentation.

- j) Are we entitled to a discount if we submit more projects?

No discount is granted when submitting more than one project.

- k) Are we entitled to a discount if I submit a project nationally and internationally?

Yes, you get a discount if you submit a project both nationally and internationally. The discount is defined depending on the application deadline.

- l) What is the procedure to pay the registration?

When you decide within what period you will submit the project, ask for an offer/proforma invoice by sending an e-mail to the_award@huoj.hr. You pay the registration fee based on the offer/proforma invoice. Be sure to state whether you are a member of CPRA or not.

Payment must be made within the application deadline, and the project must be sent within the same deadline for the application to be valid. The invoice is issued after the payment.

- m) What does the registration fee mean for members?

All legal entities that have members of CPRA are entitled to a registration fee for members.

- n) How are submissions sent?

Applications are sent exclusively through the online form: <https://tally.so/r/w88EoA> !

Your application is not valid and complete without both the **application form** and the **presentation** uploaded to the online form.

After submitting the form, you will receive a confirmation of receipt. You will receive an additional confirmation of receipt of the application to the provided e-mail address after the application deadline.

If you do not receive feedback by then, please contact the_award@huoj.hr immediately



Only submissions sent on via online form will be valid.

o) What is the evaluation procedure?

After the application deadline and after determining the application's formal correctness, the jury starts reading all the submitted projects. At the first meeting, a decision is made on the projects that enter the finals. All the finalists present their projects to the jury members at the Finalists Presentation. After the presentation of the finalists in the category, the jury members individually and in secret give the final grade to the project, which they submit to the Executive Director. After the Presentation, the Executive Director sums up the grades, ranks the projects and determines the winner of the category. Winners are announced at the awards ceremony.

p) What should be prepared for the Finalists Presentation?

Final projects are presented at the Finalists Presentation through a presentation lasting a **maximum of 5 minutes**. After the presentation, the jury members may ask questions and request additional clarifications. Presenting projects is an act of creativity and innovation of the presenter. All digital formats and presentation tools are allowed. The video content may not predominate in the entire presentation's duration, i.e., it may not be longer than 2 minutes.

The Finalists Presentation will take place remotely.

q) What should the presentation for the award ceremony contain?

The presentation for the award ceremony should not be longer than 25 seconds. It is a summary, the most important, and most attractive elements of the final project. The presentation must be in video format.

r) What is included in the registration fee?

The registration fee covers an award, a statue, and one ticket to the awards ceremony. If additional tickets are needed, they are charged at a regular price considering the costs of the organization.

s) How to order an additional statue?

If the winner wants additional statues and/or awards, they can be ordered at the_award@huoj.hr with payment of the incurred cost of production.

t) How many times may one communication project be submitted?

The submitted project must be implemented within the time specified in the application form. In the case of multi-annual projects, the applicant independently chooses for which phase and which year to submit the project, considering that the project, regardless of the number of phases, may be submitted only once.

5. IMPORTANT DATES FOR APPLICANTS AND OBLIGATIONS

DATE	EVENT/OBLIGATION
August 13 2025	Competition opens
September 5, 2025	Regular registration closes
September 5 – September 17, 2025	Late registration



September 17, 2025	The competition closes at 6 p.m.
September 17, 2025 - October 16, 2025	The jury selects the finalists – 4 weeks
October 16, 2025	Registration for awards ceremony opens
October 16, 2025	Notification to finalists about the timetable for project presentation at the Festival of Finalists
October 22 - 23, 2025	Finalists Festival - remote
October 25, 2025	All the finalists are required to submit a project presentation (video) lasting 25 seconds to be played at the gala dinner
November 6, 2025	Registration for the the! awards ceremony closes

You may contact the_award@huoj.hr for any additional questions and clarifications.