



57th ANVIL AWARDS

HONORING EXCELLENT PROGRAMS AND TOOLS IN PUBLIC RELATIONS

Starting October 1 and until October 31, 2021, the Public Relations Society of the Philippines will be accepting entries for this year's 57th ANVIL Awards, the symbol of EXCELLENCE in Public Relations.

The ANVIL is awarded to outstanding public relations programs, tools, and practitioners after careful screening by select PR professionals and judging by a distinguished multi-sectoral jury.

Take a look at some of the most frequently asked questions regarding this year's ANVIL.

How do I enter?

1. Fill out the online official entry form in the 57th ANVIL portal at www.anvil-awards.prsp.ph
2. Submit the following online:
 - A photo (300 dpi), logo or visual that represents your entry. The logo may be used during the Gabi ng Parangal in case the entry wins.
 - Authorization Form from Client (if applicable);
 - Executive Summary (150 words);
 - Program Tool/Plan; and
 - Digital copy of supporting documents and samples (Maximum total size of 100MB per entry).
3. Complete the Executive Summary (150 words) and the PR Program or Tool plan.

What categories are available?

There are two major categories: PR program and PR tool. PR program sub-categories: PR programs on sustained basis, PR programs for specific stakeholders, specialized PR programs, and digital PR programs. PR tool sub-categories: Publications for internal or external audiences, multimedia, exhibits and special events.

For a full list of categories and category descriptions, please refer to the 57th ANVIL brochure. Submit as many entries as you want: the same entry in different categories or different entries in different categories.

How much is the entry fee?

The price of an entry is Php 8,500 for PRSP members and Php 10,000 for non-PRSP members.

How do I know if my campaign is eligible?

Any public relations program or tool implemented from October 1, 2020 to October 1, 2021 or before October 31, 2021 is eligible for submission as an entry to the 57th ANVIL Awards.

For PR programs on a sustained basis, these must have been implemented for a minimum of 24 months by October 31, 2021.

How do I increase my chances of winning an award?

ANVIL uses rubrics in evaluation of entries. Study thoroughly the rubrics of each category. Attend the "How to Win an ANVIL" seminar on October 8, 2021 (Friday), 4-6pm. Email the PRSP secretariat for details.

When will winners be announced?

Finalists will be announced in January 2022. The Gabi ng Parangal is on February 11, 2022.

Where can I find more information about the 57th ANVIL?

Visit the www.anvil-awards.prsp.ph and the PRSP facebook page for announcements.

If you have any questions don't hesitate to reach out to Abby Enriquez, PRSP secretariat manager, at secretariat@prsp.ph

**All the best in preparing
your entries!**