

Communication and PR Awards 2017 **Bulletin**

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YOUNG TALENTED PR PRACTITIONERS DOMINATE BUILT ENVIRONMENT COMMUNICATIONS AWARDS.

Over eighty editors, journalists, communication professionals and guests warmed to Young Journalist of the Year, Katherine Smale, as she developed her opening remarks on “Engineering a career change” – from trainee engineer to award winning young journalist on New Civil Engineer.



Katherine Smale, Journalists, New Civil Engineer.

For details and information about the IBP Communication and PR Awards winners click on the categories below

[YOUNG COMMUNICATOR OF THE YEAR](#)

[BEST BUSINESS COMMUNICATIONS CAMPAIGN OF THE YEAR](#)

[BEST INTEGRATED CAMPAIGN OF THE YEAR](#)

[BEST PR CONSULTANCY TEAM OF THE YEAR](#)

[BEST IN-HOUSE COMMUNICATIONS TEAM OF THE YEAR](#)

YOUNG COMMUNICATOR OF THE YEAR 2017

When inviting shortlisted entries to an interview we lay great emphasis on this being an opportunity to build upon and enhance the written entry. Whilst good images may help, it is the interaction between presenting team members and judges that can affect the final outcomes. This cannot be better illustrated than with the Young Communicator of the Year category.

WINNER: Declan Bennet

Account Executive with the London Communications Agency

Declan's professionalism and knowledge base were clearly demonstrated, when challenged by the judges on some of the content of the LCA presentations on the strategic services they provided to assist the architectural competition for the new Museum of London site, and the media campaign for the Old Oak Park project. He was fearless, impressive and totally in-charge of the work he had delivered to his clients as part of the LCA team.

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Left to right: Katherine Smale, Journalists, New Civil Engineer, Declan Bennett, Paul Wilkinson, chairman, CIPR CAPSIG Group (Sponsor) Rebecca Evans, President IBP and Editor Construction News.

YOUNG COMMUNICATOR OF THE YEAR 2017

HIGHLY COMMENDED: **Amy Morrison**

Account Executive with Edson Evers

An excellent communicator, Amy presented with confidence, listened carefully to the judges' questions and gave frank answers in response. It was this openness and natural delivery that helped us to get a real understanding of the client, the brief and the challenges they faced.

Amy told the story of the campaign in a very engaging way, really bringing the characters to life and, explaining the challenges of dealing with three separate parties' agendas without criticism.

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Left to right: Katherine Smale, Journalists, New Civil Engineer, Peter Haddock, Consultant, Edson Evers, picks up the award on behalf of Amy Morrison, Paul Wilkinson, Rebecca Evans, President IBP and Editor Construction News.

BEST BUSINESS COMMUNICATIONS CAMPAIGN 2017

The finalists' entries and interviews were of high quality, prompting interesting wider discussion about how individual projects can help inform or change a client's approach, and exactly what the role of the PR campaign is. The different methods taken, all effective, show how much room there is for creativity in communications. They had in common an understanding of how important it is in any campaign to bring about an emotional reaction among the target audience.

WINNER: Copper Consultancy

CAMPAIGN: *'Beauty is in the Eye of the Gasholder'*

Copper Consultancy's entry was scored highly for the level of research undertaken and the judges were impressed with the team's passion for the project. Every member of the team played their part in telling the story, demonstrating that the risks were well managed and the project offered value to both the client and community. The judges felt tasks undertaken as part of this campaign could be replicated nationwide and were taken with Copper Consultancy's wider objective of improving the way infrastructure projects are communicated so that local communities feel they are being done for them – rather than to them – the judges concluded this was a project with soul.

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Left to right: Matt Cartwell, Communications, Marketing and Events Director, PRCA, Roz Henville and Ryan West, Copper Consultancy Team, Rebecca Evans, President IBP and Editor Construction News, Katherine Smale, Journalists, New Civil Engineer.



BEST INTEGRATED CAMPAIGN 2017

The finalists were of a high standard, spanning quite contrasting clients and audiences and taking quite different approaches. The importance of knowing what a campaign is trying to achieve, understanding the audience and being keen to innovate were all highlighted by the finalists.

WINNER: Edson Evers

CAMPAIGN: 'Selling with a Star Blogger'

Edson Evers brief to attract large numbers of people to a first-time in the UK plant auction at VERY short notice, required a team that could change the way they communicate and adapt to their audience in an instant. The judges gave high marks for strategy and for the outcomes, which were achieved through the innovative use of video and social media, capitalizing on existing relationships and audiences and demonstrated by the ways in which the campaign benefited the business.

[View full entry details here](#)

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THOMAS &
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DESIGN



Left to right: Katherine Smale, Journalists, New Civil Engineer, Giverny Meakin, Thomas and Trotman (Sponsor) Peter Haddock, Consultant, Edson Evers, Rebecca Evans, President IBP and Editor Construction News.

BEST PR CONSULTANCY TEAM 2017

The overall standard of entries was high and it was a delight to see such professionalism and enthusiasm on display from a varied selection of firms.

WINNER: *Goodfellow Communications*

The judges said that the agency had an exceptional year and were extremely impressed by its work on projects ranging from the London Festival of Architecture to German eco-home developer Baufritz. One judge commented: "They are a relatively young agency and what they've done in the past year is remarkable. They showed consistent success and a real ability to push forward hitherto below-the-radar companies. This success is reflected in their growth in terms of their size, turnover and profit in the past twelve months".

A Highly Commended was awarded to the London Communications Agency. The judges cited its deep understanding of London politics and elections and liked its research capabilities and monitoring of print and social media.

One judge said: "They really keep abreast of politics at a local and national level, feeding this back to their clients and helping them develop the right response – it's very clever and effective."

[View full entry details here](#)

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The Built Environment Trust



Left to right: Katherine Smale, Journalists, New Civil Engineer, Jenny Watt, PR and Marketing Manager, The Built Environment Trust, Goodfellow Consultancy Team, Rebecca Evans, President IBP and Editor Construction News.



BEST PR CONSULTANCY TEAM 2017

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The Built Environment Trust



Left to right: Jenny Watt, PR and Marketing Manager, The Built Environment Trust [category sponsor] presents the certificate with Katherine Smale, Journalist, New Civil Engineer.

BEST IN-HOUSE COMMUNICATIONS TEAM 2017

This category demonstrated a wide range of skills and the effective use of all available PR and digital tools to help deliver PR programmes; they achieved multiple objectives and clearly worked effectively and efficiently together...

WINNER: Colliers International

Colliers International have been awarded the In-House Communications Team category for their campaign on business rates, which was a standout case study within their entry. The company reacted quickly to a developing story, ensuring its spokespeople were well briefed and readily available, and secured impressive coverage across national media. The judges were impressed by the reach achieved and the weight of expert opinion Colliers brought to a significant national debate.

[View full entry details here](#)

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Left to right: Charlotte Williams, Director of PR Communications (holding certificate), Katherine Smale, Journalists, New Civil Engineer, Colliers International In-House PR Team, Rebecca Evans, President IBP and Editor Construction News.