



Review of Tips & Resources

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The Publicity Club of New England

THE 2015 BELLS

Agenda

- About The Bells
- Category Overview
- Deadlines & Fees
- Judges' Scorecard
- Opportunities to Market Your Firm or Your Clients
- Online Resources
- Recap of Most Important Dates

The Bells

- Honors and celebrates New England's public relations, communications, special events, and marketing professionals
- Awards bestowed upon the best of the best who enter
- Highest honor bestowed to the SuperBell, who exemplified excellence
- The fine print
 - All work entered must have been executed between 1/1/14 and 3/15/15
 - All work must be New England related
 - You must enter to win



Categories

- Single Item
 - Individual items, i.e., annual report, press release, graphic
 - May be a component within a multifaceted program or campaign
- Campaign Entry
 - A broad range of separate – though consistent and related – elements
 - Implemented over time and executed between 1/1/14 and 3/15/15
- Elements of a Campaign may be entered separately in the Single-Item Division
- Single-Items may be part of a Campaign

Bells Deadlines & Fees

Deadlines	Single-Item Entry Fees			Campaign Entry Fees		
	Member	Non Member	Student	Member	Non Member	Student
Early Bird Submission Date: between 1/15/15 & 5 pm ET on 2/13/15	\$105	\$135	No Charge	\$145	\$185	No Charge
Regular Submission Date: between 5:01pm ET on 2/13/15 & 5pm ET on 3/13/15	\$120	\$150	No Charge	\$160	\$200	No Charge
Late Submission Date: between 5:01 p.m. ET on 3/13/15 & 5 p.m. ET on 3/20/15	\$100 Added to Regular Pricing					

Judges' Scorecard

- **Situation Analysis:** up to 20 pts
- **Statement of Objectives:** up to 20 pts
- **Program Planning and Strategy:** up to 20 pts
- **Results Documentation:** up to 30 pts
- **Quality of Entry** (i.e. following instructions, detailed, lack of errors, etc.): up to 10 pts

Professional Awards Deadlines & Fees

Professional Awards	Description	Deadline	Member Fee	Non-Member Fee	Award
Striker	Young PR Professional of the Year	May 8	\$75	\$100	\$500 check & plaque
Ringer	Mid-Level Practitioner of the Year	May 8	\$100	\$125	\$750 check & plaque
Crystal Bell	Lifetime Achievement Award	May 15	No Charge	No Charge	Crystal Bell Award
Cavanaugh Student Grant	College Junior or Senior Grant	Mar 28	No Charge	No Charge	\$1,000 grant

<http://www.pubclub.org/2015-striker-award/>
<http://www.pubclub.org/2015-ringer-award/>
<http://www.pubclub.org/crystal-bell-award/>



www.pubclub.org
 @PubClubofNE
 #BellRinger

Your Firm's Impact via The Bells


- Sponsorship opportunities available
 - New venue (TBA) allows for interesting marketing ideas
 - We work within your budget so you get the bang for your buck
 - Have clients who want visibility? Let us know!
- Calling on seasoned communications experts to judge
 - Judging in early April
 - Interested volunteers should contact erin@pubclub.org by March 30th

Online Resources

- Bell Ringers site: <http://www.pubclub.org/bell-ringer-awards/>
 - Guidelines, Categories, Tips from Prior Years and more!
- Want to become a member?
 - Individual and corporate rates available
 - <http://www.pubclub.org/membership/>
- Want to sponsor the Awards and help make the night wonderful?
 - Contact sponsorships@pubclub.org
- Remember to announce your entry!
 - All social media channels available



Most Important Dates!

Deadline for Entering	March 13, 2015 March 20, 2015 with late fee
Winner notification	End of April
Bell Ringers Awards Ceremony	 June 11, 2015