



Tender for PR for the Action Renewables Energy Association (AREA) Awards, 2017

Closing Date for Submissions: Friday 21st October, by 12 noon

The Action Renewables Association Awards are now in their 9th year. At the awards event in 2016 over 160 people attended. The awards aim to recognise and reward companies and individuals who are leading the way in the renewable energy and sustainability sector. The date of the awards for 2017 will be March, 2017, exact date tbc. For further information on the organisation please go to www.actionrenewables.co.uk

There are 9 award categories they are:

1. Best Energy Saving – Large Organisation
2. Most Innovative Renewables Installation
3. Best Energy Saving SME
4. Best Renewable Installation within the Education, Healthcare and Public Sector
5. Best Planning for a Sustainable Project
6. Renewable Energy Awareness Award
7. Best Community Renewable Energy Project
8. Outstanding Award for work in the Renewable Energy Sector in NI
9. Most Environmentally Sustainable Construction Project

(This list is subject to change, there may be new categories added e.g. Best Energy Saving Initiative in the Agricultural Sector, Leading Woman within the Energy Sector etc.)

Action Renewables would like a quote for the following PR Activity:

- Develop a PR Calendar of events promoting the Association Awards running from November 2016 to April 2017
- Launch Photos with sponsors
- Draft Launch Press Release
- Release Launch Press Release to media
- Shortlists Press Releases, localised
- Photos at Awards – Social and Prize winners
- Run press releases, highlighting speakers and sponsors to raise profile of event and encourage participation to either enter and/or attend
- Develop a social media campaign using facebook, linkedin, twitter, e-shots etc to attract entries and attendees
- Press Release – Winners
- Launch Press Release – Winners to media
- Social Media coverage
- Participation at the Awards event, liaise with photographer etc.
- Media Evaluation Report
- Media Monitoring November 2016 to April 2017
- Participate in regular “Awards” meetings

Please include all costs associated to carrying out PR for this event. If you have other PR ideas which would enhance the event please include under a separate cost line. Tenders should be returned to Nicola Murphy, Action Renewables, Block C, Unit 1, Boucher Business Studios, Belfast, BT12 6QH or emailed to Nicola.murphy@greenconnectni.com. If you have any queries please contact Nicola on 07870 123 829.