

2026 PRSA *Strategies & Tactics* Women of Impact Awards Call for Nominations

Recognizing women who lead, innovate and elevate our profession.

Program Overview

The PRSA *Strategies & Tactics* Women of Impact Awards celebrate extraordinary women whose leadership, results, and integrity elevate the communications profession. Honorees will be recognized across multiple categories in two groupings: **Sector Impact**, spotlighting excellence within specific industry verticals, and **Leadership & Expertise Impact**, honoring individuals for their distinctive contributions and achievements. Entries will be evaluated holistically against the description outlined for each category.

Who Should Be Nominated

Nominees may be executives, mid-career leaders or rising stars in any communications and public relations industry vertical whose contributions have delivered measurable impact, inspired teams, advanced inclusion and upheld the highest ethical standards. Self-nominations and peer nominations are welcome.

Entry Deadlines

Early Deadline: March 27, 2026

Late Deadline: April 10, 2026

Entry Fees

Early Member	Late Member	Early Non-Member	Late Non-Member
\$450.00	\$595.00	\$550.00	\$695.00

How to Enter

1. Upload a nomination narrative (750 words or less) telling why the nominee deserves recognition, along with supporting materials. Peer and self-nominations are welcome.
2. Nominee bio (up to 200 words)
3. Nominee Headshot for use if nominee is selected as a winner (JPEG or PNG).
4. Up to 3 supporting items (links or PDFs), e.g., coverage highlights, dashboards, sample content, testimonials or letters of support, short video (max 90 seconds) summarizing the nominee's impact

Eligibility

- Open to individuals who identify as women and work in communications/public relations, marketing communications, public affairs or related disciplines.
- Work must be primarily conducted in the past 24 months; career-long impact may be considered for lifetime recognition categories.
- Nominees may be from any industry sector (e.g., agencies, brands, nonprofits, academia, government or independent practices).
- There is no limit to the number of nominations one may submit; separate entries and fees are required per category. People may be nominated in multiple categories where appropriate. PRSA *Strategies & Tactics* reserves the right to re-assign entries into new categories when appropriate.

Categories & Descriptions

Sector Impact Categories

1. **Agency Excellence**
Honors those working in agencies who drive remarkable client outcomes, foster culture and shape the future of consultancy.
2. **Association/Nonprofit**
For communicators advancing mission-driven impact in associations and nonprofits.
3. **Corporate Communications**
Celebrates leaders who serve as the organizational voice across corporate reputation, executive visibility and issues.
4. **Counselors to Higher Education**
For senior communicators in colleges and universities advancing institutional reputation and stakeholder trust.

5. **Education**
Honors educators shaping the next generation of communicators through teaching, research and mentorship.
6. **Entertainment**
For excellence in entertainment communications, partnerships and audience engagement.
7. **Fashion**
For excellence in fashion communications, partnerships, engagement.
8. **Financial Communications**
Honors experts guiding communications in financial services, investor relations and fintech.
9. **Health & Life Sciences**
Honors communicators bringing clarity, compassion and compliance to health, pharma and life sciences.
10. **Independent Practitioners**
Celebrates solo and boutique practitioners delivering outsized impact for clients.
11. **Internal Communications**
Recognizes leaders engaging employees, strengthening culture and driving change through internal comms.
12. **Public Affairs & Government**
For communicators influencing public policy, civic engagement and military/government stakeholder relations.
13. **Sports**
For excellence in sports communications, partnerships and fan engagement.
14. **Technology**
Honors leaders advancing communications for technology companies, platforms and innovations.
15. **Travel & Tourism**
Recognizes excellence in destination, hospitality and travel brand communications.

Leadership and Expertise Impact Categories

16. **Agency Leader**
Recognizes agency owners and senior agency executives for excellence in firm leadership and client service.
17. **Brand Storyteller**
Honors compelling, consistent narratives that elevate brand meaning and drive engagement.
18. **Crisis & Issues Navigator**
Honors poise under pressure and decisive, ethical leadership in crises or complex issues.
19. **Data & Insights Leader**
Recognizes mastery of research, analytics and measurement to inform strategy and prove impact.
20. **DEI Champion**
For sustained, measurable progress advancing diversity, equity, inclusion and accessibility in communications.

21. **Global Communications Leader**
For professionals executing cross-border strategies with cultural fluency and measurable international impact.
22. **Industry Champion / Thought Leader**
For influential voices elevating the profession through speaking, writing, standards and community impact.
23. **Innovation Use of AI & Comms Tech**
Recognizes smart, responsible integration of AI or communications technology to improve performance.
24. **Media Relations & Reputation Builder**
Recognizes exceptional earned media strategy, reporter relationships and reputation outcomes.
25. **Mentor & Coach**
Celebrates women who invest deeply in developing talent and building teams.
26. **Purpose & Community Impact**
Honors leadership in delivering impactful social, sustainability or community outcomes.
27. **Rising Star**
Spotlights rising talent (≤ 5 years experience) demonstrating leadership, craft excellence and results.
28. **Social Influencer**
Honors those who have leveraged social media channels to amplify campaigns, engage audiences and deliver outcomes.