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## **2014 Global Alliance COMM PRIX Awards: 'Global Best' in World Public Relations and Communication Management Announced**



Global Alliance Logo

MADRID, Spain, October 14, 2014 /PRNewswire/ --

- Professionals from all over the world recognized at the COMM PRIX Awards Ceremony in Madrid

The Global Alliance for Public Relations and Communication Management announced today the winners of the 2014 Global Alliance COMM PRIX Awards at the Awards Ceremony held at the Real Case de Correos, Presidency of the Madrid Region in Madrid in the framework of the 8th World Public Relations Forum.

(Logo: <http://photos.prnewswire.com/prnh/20131028/648526> )

The winners of the 2014 Global Alliance COMM PRIX Awards - the 'global best' in world public relations and communication management - were announced today during the 2014 World Public Relations Forum Gala Dinner in Madrid.

The COMM PRIX Awards honor outstanding public relations and communication management programs and academic case studies at a global level.

Anne Gregory, Chair of the Global Alliance, commented: "Through their great work our 2014 winners significantly contribute to raising the standards of our profession and to growing its body of knowledge. Their successful programs and academic case studies are now a global benchmark for excellence."

Mark Schumann, Global Alliance Board Member and Chief Judge, led this year's awards judging panel, an elite group of esteemed international public relations professionals and academics.

He said: "Our 2014 winners stood out among this year's entrants for the excellence of their work. These professionals successfully addressed the complexity of the contemporary public relations industry with excellent professional skills and an exemplary performance."

The COMM PRIX Awards Ceremony was held during the 2014 World Public Relations Forum Gala Dinner at the Real Case de Correos, Presidency of the Madrid Region, in Madrid. Winners

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will also have the unique opportunity to present their outstanding work at the Leading with best practice parallel session chaired by Gregor Half and Catherine Arrow, to held on Tuesday, September 23rd on day two of the WPRF business program.

Below is the full list of 2014 winners by category:

### **Academic Case Studies**

**COMM PRIX Award winner** - Varghese Susheela, PhD at Singapore Management University, "Boosting babies: Singapore's drive to raise its birth rate"

**Award of Distinction winner** - José Gabriel Andrade and Patrícia Dias, Catholic University of Portugal, with TAP Portugal, "The PR pyramid: Guidelines for social media management"

### **Crisis Communication**

**COMM PRIX Award winner** - Argyle Communications with Electrical Safety Authority, "Communicating public electrical safety: 2013 ice storm"

### **Events and Observances**

**COMM PRIX Award winner** - Alberta Energy Regulator, "The AER launch"

**Award of Distinction** - Bombardier Aerospace, "Taking flight: CSeries aircraft first flight event"

### **Integrated Communications**

**COMM PRIX Award winner** - Atmosphere Communications with Burger King, "Launch of Burger King in South Africa"

### **Internal Communications**

**COMM PRIX Award winner** - European Training Foundation, "ETF Communication Week 2013"

**Award of Distinction winner** - Alberta Blue Cross, "Alberta Blue Cross wellness challenge 2013 ... make it your own"

### **Media Relations**

**COMM PRIX Award winner** - Argyle Communications with GlaxoSmithKline Consumer Healthcare, "Breathe Right nasal strips sleep pod Hotel Media Tour"

### **Public Service**

**COMM PRIX Award winner** - Ambulance New Brunswick, "CPR Public Education: Paramedics teach the public how to save a life"

**Award of Distinction winner** - Kumba Iron Ore, "Using kids to manage employee fatigue"

**Award of Distinction winner** - Insight Communications with Asbestos Education Committee, "Don't play renovation roulette - Asbestos awareness week 2012"

### **Reputation/Brand Management**

**COMM PRIX Award winner** - ANZ Bank NZ, "Banking on the new ANZ"

### **About the Global Alliance**

The Global Alliance for Public Relations and Communication Management (<http://www.globalalliancepr.org>) is the confederation of the world's major public relations and communication management associations and institutions, representing 160,000 practitioners and academics around the globe. The Global Alliance's mission is to unify the public relations

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profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

The Global Alliance is the convener of the World Public Relations Forum, to be held next in Toronto, Canada, in 2016.

Contacts:

Elisa Noli

Communication Manager, Global Alliance for Public Relations and Communication Management

[elisa.noli@usi.ch](mailto:elisa.noli@usi.ch)