



ENTRY GUIDE

Entry deadline
20 March 2026

CONTENTS

About the awards	3
Why enter	3
Key dates	4
Fees	4
Categories	5
Writing your entry	6
Entry summary	6
Entry statement	7
Supporting materials	7
Crafting a successful entry	8
FAQs	9
More chances to win	12
Contact us	13

ABOUT THE AWARDS

Artificial intelligence is reshaping PR and corporate communications. From internal comms and employer branding to crisis management and reputation building, AI is transforming the way organisations engage audiences and measure impact.

The AI Comms Awards programme celebrates excellence, creativity and responsibility in this fast-moving field. With categories for agencies, in-house teams, campaigns, innovation and individuals, the programme recognises those setting new benchmarks for the industry.

WHY ENTER

Showcase AI excellence

Showcase how you're using AI to push boundaries in PR and corporate communications, and be recognised for innovative, responsible use of AI

Stand out

Being shortlisted or winning sets you apart from peers, raising your profile beyond your existing network and gain visibility across the industry

Celebrate and connect

The awards ceremony is an opportunity to recognise your team's achievements, entertain clients and network with industry leaders shaping the future of communications

KEY DATES

Early entry deadline*

20 February 2026

Entry deadline

20 March 2026

Late entry deadline**

10 April 2026

Awards ceremony

18 June 2026

FEES

£295 for the first entry from each organisation or submitting body

£195 for each subsequent entry from each organisation or submitting body

£195 for all entries by or on behalf of a charity, NGO or other Not-For-Profit organisation

Please call the events team on +44 (0)20 3950 5356 if you think you may be eligible

* Magazine subscribers: Enter by 20 February 2026 to receive £150 off your total entry cost and your fifth entry for free. Subscribe to Communicate magazine to take advantage of this exclusive rate.

Non- magazine subscribers: Enter by 20 February 2026 to receive £100 off your total entry cost

** A late entry surcharge of £125 will be applied to each entry submitted after 20 March 2026. No entries will be accepted after 10 April 2026.

CATEGORIES

Campaign Excellence

Best Use of AI in Reputation and Crisis Management

Best Use of AI in Internal Communications

Best Use of AI in Employer Brand and Talent Engagement

Best Use of AI in Public Affairs and Policy Influence

Best Use of AI in Investor and Financial Communications

Best Use of AI in ESG, CSR or Sustainability Communications

Best Use of AI in Media Relations and Content Strategy

Best Use of AI in Content Creation

Craft and Innovation

Best AI-Driven Insight, Measurement and Evaluation

Best Innovation in AI Tools for Communications

Special Recognition

AI Communications Leader of the Year

Grand Accolade

AI-Powered Campaign of the Year

WRITING YOUR ENTRY

Components of your entry

1. Entry summary

Please provide a short description of your entry in no more than 300 words. Please include a sentence or two regarding why your project fits in the category entered.

2. Entry statement

Please provide a 800-word entry statement telling the judges about your work.

3. Supporting materials

Written supporting materials do not contribute towards the word count.

Please include these in your entry and **prepare a single PDF file no larger than 10MB, 20 pages.**

1. Entry summary

There are no boundaries on the design, branding or format of the entry. The submission can be formatted portrait or landscape. Feel free to include the AI Comms Awards branding.

Judges often prefer entries that don't have too much text on one page as it makes them easier to read. The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

WRITING YOUR ENTRY

2. Entry statement

Write an entry statement of up to 800 words.

The statement should cover:

- a. Objective
- b. Insight, data and planning
- c. Creativity and innovation
- d. Strategy and implementation
- e. Results

On the next page are some points on how to expand on each area.

3. Supporting materials

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It is best to include only those materials that are directly relevant to the specific category you are entering into.

- Images illustrating the project or campaign
- Social coverage (up to five examples)
- Press coverage (up to five examples)
- Client feedback
- Relevant statistics (optional)
- Video (up to three minutes, please include a link in your entry rather than the video file)
- Testimonials



ENTER HERE

CRAFTING A SUCCESSFUL ENTRY

Objective

- What were the goals/targets?
- What did you want to achieve?
- Why were the objectives necessary?
- What prompted the project/campaign to be carried out?
- What was the brief? (optional)

Insight, data and planning

- What insights and data informed the strategy?
- How did it impact the understanding of the target audience?
- What challenges, risks or opportunities did the data reveal?
- How did these insights shape the planning process?

Creativity and innovation

- How was the project innovative?
- What made the work stand out?
- How did the project/campaign creatively engage with the target audience?
- Were there any creative restrictions?
- How did you get around them?

Strategy and implementation

- How was the research incorporated into the strategy?
- How did the project reach its target audience?
- How was the strategy implemented?
- Were there any unexpected problems or unforeseen circumstances?

Results

The judges often ask for evidence of how the goals were met. The best entries include the ROI and ROO.

- How did you meet your objectives?
- Were there any unexpected outcomes?
- What was the ROI? (optional)
- Is there any evidence to support the outcomes?
- How was the project received internally?

FAQS

What is the time frame for eligible work?

Can I enter work from last year?

The time frame for eligible work is ordinarily 18 months prior to the final deadline. Please refer to the *Eligibility and rules section* on the AI Comms Awards website, for more details and specific dates.

Can I enter more than one category?

If so, do I need to submit more than one PDF?

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

I'm not sure which category to enter.

How shall I decide?

If you are struggling to categorise your project, please email George at george.ramsay@communicatemagazine.co.uk or Tom at tom.leask@communicatemagazine.co.uk

How can I ensure that budgets disclosed on the entry will remain confidential?

Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

Is it ok if the word count is exceeded?

The word count is set as a guide, and exceeding it slightly will not be penalised. However, considering the volume of materials read by the judges, a more concise and cohesive approach to ensure your entry stands out is advised.

FAQS

How should I include my supporting materials?

All supporting materials should be included within the document. Please hyperlink your videos in your PDF entry, rather than embedding the video. Embedded videos can often increase the size of your entry above the **10MB limit**. Besides the supporting materials included within your entry, no other separate materials are required.

Can I only include images in the supporting materials section?

Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

On the 'Enter now' section of the website, what is the difference between the fields 'company' and 'entering company'?

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

Can previous entries be sent to potential entrants?

As per our *rules section* on the AI Comms Awards website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

Is there a cost to enter?

Yes. Rates are available on the *Fees and payments page* on the AI Comms Awards website. There are also discount rates available for charities and an early entry discount for those who enter before a certain date.

FAQS

Why won't my entry send?

Please ensure that the document format is PDF. If you are receiving an error message telling you that supporting materials are required, you have exceeded the **10MB size limit**. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

How do I pay for my entries?

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 where one of our team can explain other payment options.

I want to enter more entries at a later date, how do I get the reduced entry cost?

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

Can't find the answer to your question?

Please contact George at george.ramsay@communicatemagazine.co.uk or Tom at tom.leask@communicatemagazine.co.uk or call our office at +44 (0)20 3950 5356.

Cravenhill Publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.

corporate content awards

The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to all corporate audiences, across owned, earned and bought media.

CORPORATE ENGAGEMENT AWARDS

The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.

Corporate & Financial Awards

The Corporate & Financial Awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.

DATA COMMS AWARDS

The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.

DIGITAL IMPACT AWARDS

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.

EBMA Employer Brand Management Awards

The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.

ICE INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.

LENS AWARDS

The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.

ENTER HERE

Email

George at george.ramsay@communicatemagazine.co.uk
Tom at tom.leask@communicatemagazine.co.uk

Call

+44 (0)20 3950 5356

Website

communicatemagazine.com/awards/ai-comms-awards

 [@communicate_magazine](https://www.instagram.com/communicate_magazine)

 [Communicate magazine](https://www.linkedin.com/company/communicate-magazine/)

#AIComms

Enormous luck!