

Prism Awards 2018 judging panels

This year's Prism Awards lineup of over 60 judges alongside 11 Prisms young judges have deliberated on over 230 entries submitted by leading public relations and communication consultancies, corporates and NGOs for their 2017 campaigns.



2018 PrismAwards young judging panel. Image supplied.

The awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity, professionalism and measurable returns in their public relations and communication campaigns.

The comprehensive judging process entails deliberation over eleven clusters comprised of industry specialists who review entries ranging from community to financial campaigns led by this year's chief judges; Marilyn Watson co-founder of Cinnamon Communications and long standing judge in chief; Lucy Balona, head of marketing and communications, Cansa; Daniel Munslow founder, MCC Consulting; Jerry Mpufane, chairman, M&C Saatchi JHB Group of Companies; ByDesign founder Kevin Welman; Vicki St. Quintin, corporate and healthcare consultant; Thabisile Phumo, head of stakeholder relations, Sibanye-Stillwater; Margaret Moscardi, fellow member of Prisa and Dr Amanda Hamilton-Attwell, managing director of Business DNA.

Competitive judging environment

"The Prism Awards have grown in stature and magnitude over the years, and this year's submissions made for a very competitive judging environment. The winners in each category are a true reflection of the excellent work that our industry is producing," said Prism Awards convenor, Bridget von Holdt.



#Prisms2017: It's a celebration

Danette Breitenbach 16 Mar 2017



"What has made judging even more exciting this year is for the second time, we invited young communication enthusiasts from across the country to participate in the judging process, and selected eleven of the coolest, brightest minds who brought some really fresh insight to the process," says judge and founder of the Prisms Young Judges initiative, Palesa Madumo, executive director of strategy at Vuma Reputation Management.



#PrismAwards2018: Call for young judges

Juanita Penaar 15 Dec 2017



The Prism Awards senior judging panel

Andre Oberholzer	Group head for corporate affairs: Sappi Limited
Anton van Rensburg	Financial advisor: Sanlam
Ashraf Garda	Radio presenter: SAfm
Brendan Seery	Founder and CEO: Brendan Seery Media
Bridget Bhengu	Public relations and communications: MTN
Bridget von Holdt	Business director: Burson Cohn & Wolfe
Candi Guvu	Group communications manager, investment management at Barclays Africa Group Limited
Carol Allers	Issues and crisis communication manager: Eskom
Charlene Lamb	Director: On Spot Communication
Chris Maroleng	Chief operations officer at the South African Broadcasting Corporation
Come Meintjies	Senior lecturer: University of Johannesburg
Cynthia Mabela	Owner and CEO: Eyezwe Consulting and Interior Designs
Danette Breitenbach	Writer and content provider: Bizcommunity
Dave MacLeod	Managing director: Gameplan Media
David Furlonger	Editor-at-large: <i>Financial Mail</i> and <i>Business Day</i>
Doug de Villiers	Vice chairman Africa: Superunion
Dustin Chick	Strategic planning director: Ogilvy PR
Ed Jardin	Group investor and media: Murray and Roberts
Esme Arendse	Founder and CEO: One Reputation
Harvard Norway	Manager: Burson Cohn and Wolfe Norway
Heidi Brauer	Chief executive officer: Hollard Insurance
Hein Kaiser	Communication specialist: Fast Jet
Ingrid Lotze	Joining force: Join the Dots
Jill Hamilton	African managing director: Weber Shandwick
Katherine Madley	Group executive, strategy and innovation: Alexander Forbes
Kavitha Kalicharan	Corporate communications manager: Adcock Ingram
Keri-Ann Stanton	Group communications director: M&N Brands
Kerrin Tessendorf	Account director: Bespoke Communications
Kylie Salmon	Strategic director: Beetle Inc.
Lisa van Hoogstraten	Managing director: Bespoke Communications
Lizel Esterhuysen	Change management specialist: Independent
Louise Marsland	Editor, content strategist, trend analyst at Louise Marsland Media
Madelain Roscher	Managing director: PR Worx
Mandy Kojetin	Senior consultant: Atmosphere Communications
Maritha Pritchard	HOD: University of Johannesburg
Megann Outram	Regional director: Atmosphere Communications
Natalie Pringle	Mentor: Personal Brilliance
Neo Mbkoena	Group social media manager: Investec
Nicky James	Owner and senior consultant: Tribeca Public Relations
Nicola Channing-Pearce	Founder: Tynago Communications
Nikki Munsie	Business director: Independent Agency Search and Selection Company (IAS)
Palesa Madumo	Executive director of strategy: Vuma Reputation Management
Peter Mann	CEO: Meropa Communications
Pheliswa Mayekiso	Media and internal communications manager: Johannesburg Stock Exchange
Pieter Pretorius	General manager strategic marketing: Eskom
Reatile Tekateka	Managing partner: Engage Joe Public
Ronel Rensburg	Professor of communication and PR: University of Pretoria
Roslyn Jones	Corporate communications consultant: Anglo American Platinum
Ruth Kolevsohn	Chief operating officer: Burson Cohn and Wolfe
Sharon Piehl	Managing director: Fleishman Hillard and Partner

Sonja Verwey	Professor and head of department of strategic communication: University of Johannesburg
Sylvester Chauke	Chief architect: DNA Brand Architects
Tasneem Carrim	Chief director policy and research at government communication and information system: GCIS
Thandi Mticoe	Director: Purple Room Communications
Tom Manners	Managing director: Clockwork Media
Vincent Magwenya	Founder and CEO: Conversations Media and Communications

After a search for judges between the ages of 18 and 30 residing in Johannesburg, Durban, or Cape Town who are currently employed, self-employed, studying towards a qualification in public relations or actively involved in the industry, eleven talented entries were selected for the Prisms young judges for the Prism Awards 2018.

The Prism Awards young judging panel

Boitumelo Mblusi	PR account manager: Frayintermedia
Floyd Magubane	Marketing graduate: Boston Media House
Khangalani Dziba	Senior brand architect: DNA Brand Architect
Nontobeko Vilakati	Student: University of Johannesburg
Phushaza Sibiya	Content producer and presenter: Talk Radio 702
Sanele Mashinini	Public relations Intern: Burson Cohn and Wolfe
Simbongile Ndlangisa	Co-founder and director: Melenial Media
Simone Carter	Lecturer: University of Johannesburg
Sithulile Mbayi	Business analyst: Discovery
Warren Mposi	Account manager: Magna Carta
Wynand Mnyeseala	Graduate: University of South Africa
Simone Carter	Lecturer: University of Johannesburg

The 21st Prism Awards ceremony will take place on the 22 April 2018.

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