



The premier award

› until February 27, 2021 ‹

The award, run by EUPRERA since 1995, honours and rewards **Masters theses (MSc, MA and MPhil) in any language** that make a significant professional/practical or academic contribution to the field of Public Relations in Europe.



Rewards

There are up to two categories of thesis awarded each year. The winner of each category will receive a certificate and they will also be invited to present their thesis at the EUPRERA Annual Congress in **Pamplona**, Spain, the main gathering for public relations scholars in Europe. **Travel expenses and accommodation will be paid** (up to € 350 for each winner).

All the finalists will receive a “Merit Diploma”. Winners will be featured on the EUPRERA website for one year.

Requirements

The applicant will complete an application form and submit this with their thesis abstract and supervisor statement (see the procedure on www.euprera.org).

Conditions

All theses **in any language** that research problems within the PR academic field and that contribute to the consolidation and/or evolution of the public relations body of knowledge will be eligible for entry.

All eligible theses should have been assessed and classified by the university of origin **up to 13 months before the date of submission** of the abstract to the jury and never have been a candidate to this same award.

The theses, at the time of application, must be accompanied either by a statement from the supervisor of the applicant, jury or other body of the university of origin, indicating the date of completion and/or assessment.

The award may comprise two categories: **Practical Impact Award** (theses following an applied research approach) and **Theoretical Impact Award** (theses following a basic experimental research approach and theoretical work).

More details

The detailed procedure for application, information on the jury and the full timeframe are available on the EUPRERA website www.euprera.org.

Alternatively, please contact the award coordinator Martina Topic: M.Topic@leedsbeckett.ac.uk.

The European Public Relations Education and Research Association (EUPRERA) is an autonomous organization with nearly 500 members from 40 countries interested in advancing academic research and knowledge in strategic communication.

Several cross-national and comparative research and education projects are organized by affiliated universities. In order to spread new methodologies and research results, EUPRERA organizes a highly regarded annual congress each autumn in collaboration with a selected university or college in Europe. EUPRERA cooperates with the most prominent PR associations, scientific journals and practitioners coming from different countries. Members of EUPRERA are both academics and practitioners.

www.euprera.org