



FuturePR International Student Competition 2026

Roles, responsibilities and eligibility rules

1. Nominating professors and practitioners

Who is eligible

Students can be nominated through two channels:

EUPRERA

Individual EUPRERA members who teach at a higher education institution may nominate up to 5 students.

EUPRERA institutional members may nominate up to 10 students.

If two members from the same faculty or school wish to nominate students, they must submit a common, agreed list. Otherwise, only the first submitted list will be accepted.

ICCO

Practitioners affiliated with ICCO member associations who also teach at higher education institutions may nominate up to 5 students.

If two eligible practitioners from the same faculty or school wish to nominate students, they must submit a common, agreed list. Otherwise, only the first submitted list will be accepted.

Nomination limits apply across both EUPRERA and ICCO channels. If a faculty or school has eligible nominators affiliated with both organisations, they must coordinate their nominations and submit a single, agreed list of students.

Duplicate or uncoordinated submissions will be reviewed by the organisers, who may request a consolidated nomination list before accepting the nominations.

Student eligibility

Students must be enrolled in a higher education programme in public relations, communication sciences or a communication-related field. Undergraduate students must be at least in their second year of study. Master's and doctoral students are also eligible, subject to the competition's academic requirements.

Responsibilities

Nominating professors and practitioners are responsible for selecting eligible students, informing them about the competition and its requirements, and submitting the appropriate completed nomination form.



Nominations must be submitted using the relevant official document. The form requires each student's name, email address, country, university, faculty/school, study programme, cycle of study and year of study. Forms should be requested from education@euprera.org and returned completed to the same address within the nomination period.

Students cannot register independently; they must be officially nominated by an eligible EUPRERA member or ICCO-affiliated practitioner.

Restrictions

Nominating professors and practitioners cannot serve as team mentors or members of the final jury in the same edition of FuturePR. This restriction applies regardless of whether their nominated students progress to the final stage.

Nominating professors should also not evaluate their own students' individual assignments.

2. Academic evaluators – individual assignment stage

Who is eligible

Academic evaluators are professors and researchers from the EUPRERA Education Network, selected for their expertise in public relations, communication and related fields.

Responsibilities

Academic evaluators independently assess the individual assignments submitted by participating students, using a common evaluation rubric established by the organisers.

Each assignment must be evaluated by two independent academics from different institutions and countries.

Evaluators are responsible for submitting their assessments and scores within the evaluation period.

Selection of Finalists and Best Individual Assignment

The leadership of the EUPRERA Education Network is responsible for:

- Ensuring a fair and consistent evaluation process, including appropriate allocation of assignments, management of conflicts of interest and consistent application of the evaluation criteria.
- Reviewing the evaluators' assessments and scores.
- Selecting the 30 individual finalists who will progress to the international team stage, based on the evaluation results.
- Selecting the recipient of the Best Individual Assignment distinction, based on the evaluations of individual submissions.

- Addressing significant discrepancies between evaluators' scores or other evaluation issues before finalising the results.

Academic evaluators therefore provide the assessments on which the decisions are based, while the Education Network leadership makes the final selections.

Restrictions

Evaluators must not assess students they have nominated, currently teach or supervise, or with whom they have another significant conflict of interest.

3. Team mentors – team assignment stage

Who is eligible

Mentors are experienced public relations and communication professionals from the ICCO network, selected for their professional expertise and experience in advising on communication strategies, campaigns and projects.

Responsibilities

Each mentor is assigned to one of the 10 international student teams, comprising three students from different countries.

Mentors support their assigned team throughout the teamwork period (1 week), by:

- Helping students understand and interpret the competition brief.
- Providing professional perspectives and feedback on the team's ideas and proposed solutions.
- Advising on strategic development, feasibility and presentation of the proposed concept.
- Encouraging collaboration and effective teamwork among students from different countries.

Mentoring meetings

Each mentor must organise at least three online meetings with their assigned team during the teamwork period. The recommended structure is:

Initial meeting: Introduction, discussion of the brief, clarification of objectives and initial ideas, and agreement on the working process.

Development meeting: Review of the emerging concept, discussion of strategic choices and feedback on the team's progress.

Final review meeting: Feedback on the proposed solution and presentation, with recommendations for final improvements before submission.



Additional exchanges and meetings are encouraged according to the team's needs and the mentor's availability.

Mentors provide guidance and feedback but must not develop or produce competition materials on behalf of students. The submitted work must remain the team's own.

Restrictions

Mentors cannot be individuals who nominated students for the 2026 competition.

Mentors cannot serve as members of the final jury or participate in the evaluation of the teams' final submissions.

4. Final jury members

Who is eligible

The final jury consists of academics and experienced public relations and communication professionals representing EUPRERA and ICCO.

Jury members are selected based on their expertise, professional standing and ability to evaluate the competition submissions independently.

Responsibilities

Jury members are responsible for:

- Reviewing the final submissions.
- Attending the online team presentations.
- Participating in jury deliberations.
- Assessing the proposed concepts and presentations using the agreed evaluation criteria.
- Selecting the first-, second- and third-place winning teams.

The jury evaluates the final team projects only. It does not select the 30 individual finalists or determine the Best Individual Assignment distinction.

Restrictions

Jury members cannot have nominated students for the 2026 competition or served as mentors to participating teams.

They must declare any other potential conflicts of interest and must not assess submissions where such conflicts could compromise impartiality.



5. Masterclass lecturers and brief contributors

Who is eligible

Academics and researchers from EUPRERA and experienced professionals from ICCO with expertise relevant to the competition's theme.

Responsibilities

Contributors are responsible for introducing relevant concepts, providing academic or professional perspectives, and answering general questions to help students prepare their individual assignments.

Masterclasses and briefing sessions should offer equal access to relevant information for all participants.

Restrictions

Masterclass lecturers must not provide privileged assistance to individual participants. Delivering a masterclass does not, in itself, prevent someone from acting as an academic evaluator or jury member, provided that all other eligibility and conflict-of-interest rules are respected.

6. Participating students

Who is eligible

Students enrolled in higher education programmes in public relations, communication sciences or communication-related fields are eligible to participate.

Undergraduate students must be at least in their second year of study. Master's and doctoral students are also eligible.

Students must be nominated by an eligible EUPRERA member or ICCO-affiliated practitioner. Individual applications are not accepted.

Responsibilities – individual assignment stage

All nominated students are expected to:

- Attend the competition briefing and expert masterclasses, organised online. If real time attendance is not possible, the students should make sure they watch the recording. However, each student should attend at least one session, although attending all is preferable.
- Familiarise themselves with the competition brief and assignment requirements.
- Prepare and submit an original individual assignment in the required format by the announced deadline.



- Follow the instructions provided by the organisers, including any requirements concerning the use of sources and AI tools.
- Ensure that the submitted work is their own and that all external contributions and sources are appropriately acknowledged.

Individual assignments are evaluated by academic evaluators from the EUPRERA Education Network. Based on these evaluations, the Education Network leadership selects 30 finalists who progress to the international team stage.

Responsibilities – international team stage

The 30 finalists are assigned by the organisers to 10 international teams, each comprising three students from different countries. Team allocation is determined by the organisers, and students cannot choose their teammates or mentors.

Students selected for the final stage are expected to:

- Actively participate in the team's activities throughout the teamwork period.
- Collaborate constructively with teammates from different countries and cultural backgrounds.
- Participate in the online meetings with their assigned mentor.
- Contribute meaningfully to the development of the team's concept, proposed solution and final presentation.
- Respect the agreed working arrangements and deadlines.
- Prepare and submit the required final materials by the announced deadline.
- Attend and actively participate in the online final presentations and awards ceremony.

Participation and commitment

Participation in FuturePR requires availability during the relevant competition stages. Students who accept a place in the final stage commit to contributing actively to their team and participating in the final presentation.

Students who are unable to continue must inform the organisers as soon as possible, so that appropriate arrangements can be considered and another student may be invited to join.

Restrictions

Students may participate only through an official nomination and cannot register independently.

Individual assignments must be completed independently. Nominating professors may provide general guidance but must not prepare submissions on behalf of students.

During the team stage, students must develop their own work. Mentors provide advice and feedback but must not produce competition materials for them.



Students must respect the principles of academic integrity, acknowledge external sources and follow the competition's rules concerning AI use.

Students must not submit work that infringes the intellectual property rights of others.

7. Use of Artificial Intelligence (AI)

Students may use generative AI tools to support the preparation of their individual and team assignments, provided that such use is transparent and does not replace their own intellectual and creative contributions.

Permitted uses: AI may be used for supporting tasks such as language editing, proofreading, translation and improving the clarity or presentation of student-developed content.

Prohibited uses: AI must not be used to generate the core ideas, concepts or strategies submitted to the competition, conduct research analysis, or develop the substantive content of assignments on behalf of students.

Disclosure: Students must disclose any use of generative AI tools, specifying which tools were used and for what purposes.

Student responsibility: Students remain fully responsible for the originality, accuracy and integrity of their submissions, including any content developed with AI assistance.

These rules apply equally to individual assignments and international team projects.