



<b>Subject:</b>	Attendance at CIPR PRide NI Awards 2023
<b>Date:</b>	22 September 2023
<b>Reporting Officer:</b>	Sinead McCusker, Senior Campaigns, Press & Social Manager
<b>Contact Officer:</b>	Sinead McCusker, Senior Campaigns, Press & Social Manager

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Some time in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of this report is to seek permission for council representatives (an elected member and five relevant officers) to attend the CIPR PRide NI Awards on 13 October 2023.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"><li>• Agree to the council's attendance at the CIPR PRide NI Awards on 13 October 2023.</li><li>• Approve the attendance of the Chair of the Strategic Policy and Resources Committee, or her nominee, and five council officers.</li></ul>
<b>3.0</b>	<b>Main report</b>
3.1	<b>CIPR PRide NI Awards 2023</b> The council's Marketing and Communications team have been shortlisted for three

	<p>categories at this year's CIPR PRide NI Awards.</p> <p>The CIPR PRide NI Awards recognise best practice in private and public sector communications across the region.</p> <p>The shortlisted categories include:</p> <ul style="list-style-type: none"> <li>• Best In-House PR Team – for our proactive and reactive media and social media activity</li> <li>• Best Use of Content – for our #BeSoundBelfast social media campaign, calling out abuse on our online platforms</li> <li>• Best Integrated Campaign – for our #YourDogYourJob campaign, using multiple channels to highlight the impact of dog fouling</li> </ul>
3.2	<p>The awards are being delivered in-person in Belfast for the first time since 2019. The cost for attendance is £99 per person.</p>
3.3	<p>It is proposed that the Chair of the Strategic Policy and Resources Committee, or her nominee, and five council officers will attend the event on 13 October 2023.</p> <p>The five officers will reflect the multi-disciplinary approach involved in delivering both nominated campaigns, as well as the council's media and social media activity.</p>
	<b>Financial &amp; Resource Implications</b>
3.4	<p>The cost of a ticket is £99 per person. The event is being held in Belfast. Total cost incurred by council is £594.</p>
	<b>Equality or Good Relations Implications / Rural Needs Assessment</b>
3.5	<p>Attendance at the event will demonstrate the council's continuing commitment to communicating with ratepayers and media about initiatives and projects to support the delivery of our key strategic objectives.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None