Unlimited Possibilities

2017 IABC SOUTHERN REGION

SILVER QUILL

Call for Entries
Dear Fellow Communicators,

IABC Southern Region’s 2017 Silver Quill Awards is a chance for regional communication professionals to step up and be recognized for their unlimited potential.

Including 28 streamlined categories, which align with the international IABC Gold Quill Awards, the Silver Quill competition provides an opportunity to level up to the next competition—without rewriting the work plan. Rather than being judged against one another, all entries are evaluated on their own merits using the same criteria as IABC’s Global Blue Ribbon Panel.

The Silver Quill competition is a great opportunity to take your work to the next level and advance your career as you receive valuable feedback from seasoned professionals. Take advantage of this chance to elevate your thinking, hone your skills and showcase your award-worthy work!

WHO CAN ENTER—UNLIMITED ENTRANTS:
All communicators, including students, in IABC’s Southern Region.

WHAT YOU CAN ENTER—UNLIMITED PROJECTS:
Work implemented, published or broadcast between January 1, 2016 and the day of submission. Entries may be large or small projects from in-house non-profit, corporate, government, and educational departments, agencies, consultants, or sole practitioners. Multiple entries per entrant are welcome.

WHY YOU SHOULD ENTER—UNLIMITED POSSIBILITIES:
• Create entries showcasing innovation, strategic thinking, and creative implementation
• Fine tune your skills with expert feedback from senior professionals
• Gain regional peer recognition for excellence in professional communications
• Enhance your professional reputation and that of your team and organization
• Gain credibility for an increase in your communications budget
• Build your résumé and open doors that lead to new opportunities and career advancement
• Pick up a trophy that boldly declares “I’m an award-winning communicator!”

I hope you’ll join us as we honor award-winning entries, communications excellence and unlimited possibilities at the IABC Southern Region Awards Luncheon, during the Connect17 Conference in Houston, Texas, on Thursday, October 26, 2017!

Jennie L. Lamb
Silver Quill Awards Director, IABC Southern Region

Houston photos courtesy of the Public Photos and Footage Gallery at visithouston.com
DEADLINES AND ENTRY FEES:
Final Deadline: Wednesday, August 16, 2017 at 11:59 PM (PST)
Late Deadline: Wednesday, August 23, 2017 at 11:59 PM (PST)

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JOIN AND SAVE!
If you’re not an IABC member, save money and become a member today! It’s easy—just visit https://www.iabc.com/membership/ for more information on the benefits of IABC membership.

CELEBRATE YOUR ACHIEVEMENT!
Plan to attend IABC Southern Region’s Connect17 Conference in Houston, Texas, on October 25-27, 2017, where Silver Quill Award winners will be announced and celebrated at the awards luncheon on Thursday, October 26. (Additional trophies may be ordered after the awards luncheon.)

DON’T STOP NOW!
Level up from the regional to the global stage by submitting your entry in the 2018 IABC Gold Quill Awards competition. The judging score sheet, divisions and categories, and award levels are aligned to make it an easy transition—just incorporate your Silver Quill judging feedback and enter!

Unlimited Possibilities
QUICK FACTS

• Choose from 28 streamlined categories in four divisions: Communication Management, Communication Research, Communication Training and Education and Communication Skills.

• You may enter multiple categories within one division or across divisions.

• Student submissions must be made in the student category in each division.

• Selecting the right category can be integral to your success. If you are unsure, please contact us for assistance at awards@iabcsouthern.com.

• Senior professionals with previous judging experience will review your entry and provide you with solid feedback. Evaluation is based on IABC’s Global Seven-Point Scale of Excellence for strategic planning and execution.

THE RULES

• You must upload your entry and pay the registration fee before the deadline noted. Full payment must be received for all entries you submit before or on the closing date to be eligible.

• Work must have been implemented, published or broadcast between January 1, 2016 and the day of submission.

• Work plans for Divisions 1, 2 and 3 are limited to four pages using a font size no smaller than 10 points, margins no less than 0.5 inches, and should be submitted in PDF format only. A Word template is available on the Gold Quill Awards website.

• For Division 4: Communication Skills, you will need to fill in the online questionnaire on the awards entry website, rather than submitting a work plan document. A Word template preview of the online questionnaire is available on the Gold Quill Awards website.

• If you are a consultant and your work was done for a client, you must include client permission for your entry, or it may be disqualified. A Word template of a permission letter is available on the Gold Quill Awards website.
ENTRIES MAY BE DISQUALIFIED IF:

- The work plan exceeds four pages.
- Any element of the project violates the IABC Code of Ethics.
- It is obvious the entrant did not play a role in the project.
- The entry depends mainly on syndicated, borrowed, reprinted or stock material.
- The electronic files contain viruses, if they disable or require disabling of any part of the computer system used during evaluation, or if evaluators cannot view work samples using the instructions provided.

STUDENT ENTRIES

- A student or group of students may enter work created while attending school full time or part time. Professors or advisers may not enter on behalf of a student.
- Entrants who were enrolled as a student but have professional communication experience or are employed in the communication profession must submit their entry as a professional IABC member or non-member.
- For student categories, work produced for educational courses, a club or volunteer association, an internship, or commercial and noncommercial activities, including work for an IABC chapter or region, is eligible for submission.

HOW ENTRIES ARE JUDGED

- Silver Quill entries will be judged online. Just as with paper entries, there is an expandable open space for judges’ comments, and our guidance to this year’s judges will cover the kind of information that is useful in each category.
- After the competition, you will receive feedback from the judges, regardless of whether it scores high enough to receive an IABC Southern Region Silver Quill Award.
- **Overall an award-winning project is one that:**
  - Demonstrates strategic thinking by setting clear objectives in support of business goals and shows an understanding of the target audience.
  - Contributes value and measurable benefits to the organization with strategically creative and effective communication.
  - Measures the outcomes of the communication program to prove that it successfully achieved its stated goals.
SCORING AND EVALUATION CRITERIA

- Entries are scored using the same seven-point global scale of excellence as the IABC Gold Quill Awards. Judges score both the work plan and work samples.
- All marks start at four, which represents a fully competent approach to communication planning and execution. Work is graded up or down, depending on the content and execution of the project. Marks of one or seven are rare. Half points may be awarded.

THE SEVEN-POINT SCALE

- 7 - Outstanding: an extraordinary or insightful approach or result
- 6 - Significantly better than average: Demonstrates an innovative, strategic approach, takes all elements into account and delivers significant results
- 5 - Better than average: Demonstrates a strategic approach and aligns the communication solution with the business need to deliver meaningful results
- 4 - Average: Competent approach or results, professionally sound and appropriate
- 3 - Somewhat less than satisfactory: Several key elements that are critical to the strategy or execution are missing, incorrect or underrepresented
- 2 - An inadequate approach or result: A significant number of critical elements are missing
- 1 - Poor: Work that is wrong or inappropriate

HOW SCORES ARE WEIGHTED FOR EACH DIVISION

- Divisions 1, 2 & 3 – Communication Management, Communication Research and Communication Training and Education: 50 percent based on the work plan, 50 percent on the work sample.
- Division 4 – Communication Skills: The score is based on the work sample’s creativity, professional execution and alignment.

SCORE LEVELS FOR AWARDS

- Award of Merit – Any entry that scores between 5.0 and 5.49
- Award of Excellence – Any entry that scores 5.5 and above
- The best entry in each division will receive the “Best of Division” Award, and the best overall entry in the competition will also receive the “Best of the Show” Award.
ENTRY PREPARATION RESOURCES
The Gold Quill website has many resources to assist entrants with their entries. Go to “How To” at gq.iabc.com and you’ll find:

• The “Midas Touch Guide” for each division—a detailed guide on how to craft your entry to best showcase your work.

• Score sheets for each division, so you can see exactly what the evaluators will be looking for.

• A preview of the online form for the Communication Skills division entries, so that you can have all your answers ready for submission.

• A Word document template for Divisions 1, 2 and 3 work plans to help you get your entry correctly set up.

When preparing your work plan, ask yourself:

• Does this work plan show how the project or program was strategically planned and implemented?

• Does it provide enough information for an evaluator (who may be from another country and/or not familiar with the campaign) to understand what took place?

• Does it show how the project or program helped the organization?

• Does it contain measurable objectives?

• Does it cover all of the important points and does it tell a compelling story?

• Could your plan be used to show others what works?
ONLY FOUR STEPS TO ENTER

• Choose your category.

• Write your work plan (or fill in the online questionnaire, for Communication Skills division entries).

• Prepare your work sample.

• Upload your entry and submit payment.

STEP 1: CHOOSE YOUR CATEGORY

• Choose from 28 streamlined categories in four divisions: Communication Management, Communication Research, Communication Training and Education and Communication Skills. Be sure that the category is appropriate for your entry. Categories help the judges assess whether the entry achieved its goals. Judges recognize that some entries fit in several categories and may permit latitude in such cases. However, if your entry is clearly submitted to the wrong category, you may be disqualified, and your entry fee won’t be returned.

• You may enter multiple categories within one division or across divisions. While the same project, or parts of a project, may be submitted in different categories, you should create a distinct work plan for each entry. You may submit as many entries as you wish, but separate entry fees apply for each entry.

• Selecting the right category can be integral to your success. If you are unsure, please contact us for assistance at awards@iabcsouthern.com.

• Student submissions must be made in the student category in each division. For these entries, 35 percent of the score will be based on the work plan and 65 percent on the work sample. If you wish to be scored as a professional, you must choose the appropriate category and pay the regular member or non-member fee.
STEP 2A: FOR DIVISIONS 1, 2 OR 3, WRITE YOUR WORK PLAN
The work plan describes your project’s communication program, how it was developed, and what you intended to achieve. Create a tailored work plan for each entry. Do not write one work plan and submit it for more than one category.

List these eight points of identification at the top of your work plan—not on a separate page:

• **Entrant’s name:** This must be the name of one person who was principally responsible for the development, management and execution of the entry. The entrant’s name on the online entry form must match the name on the work plan. Failure to comply with this requirement may result in disqualification.

• **Entrant’s role:** Describe the entrant’s role in the project being entered.

• **Entrant’s organization:** The name of the organization the entrant represented while the project was being implemented. If this was a collaborative project, multiple organization names may be included.

• **Team Members:** List any team members (if applicable). *Please note: Suppliers or partners who contributed significantly to an entry’s creative should be acknowledged when winners provide additional names for recognition (i.e., photographers, graphic designers).*

• **Division and Category that accurately reflect the work being entered** (i.e., Division 1, Category 1 – Internal Communication).

• **Title of entry:** Choose a title that effectively represents the work being entered.

• **Time period of project:** Specify when the communication project took place. *Only work implemented, published or broadcast between January 1, 2016 and the day of submission is eligible. It must be work that has not already won a Silver Quill Award in the category being entered. If the entry is a multiyear campaign/program, only the materials related to the measurable (and/or achieved) results documented for this time period will be considered. An entry may be resubmitted if it meets the proper time period noted above and was not a winner in the same category in the previous year.*
• **Brief description in one or two sentences.** If your submission wins an IABC Southern Region Silver Quill Award, this summary may be used at the award presentation and in various communications.

**Organize your work plan with the following headings and address the bulleted information:**

**• Business Need and Communication Opportunity**

» Explain the business and communication environment including specific challenges that have occurred.

» Align the communication opportunity and the business need by explaining how the project helped the organization.

» Use research to substantiate the need and inform the direction of the communication strategy.

» **Stakeholder Analysis**

» Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinions, motivations or issues.

» Include audience research that identifies characteristics, mind-sets, preferences and needs, and provides insight to the strategy.

» Discuss how relevant factors will influence the communication strategy and tactics.

**• Goals and Objectives**

» Distinguish between objectives, tactics and an approach to the issue.

» Align the communication goal and objectives with the business need.

» Establish measurable, relevant objectives that are stated as communication outcomes.

» Align objectives with the stakeholder analysis and the business need.

» Ensure that objectives will produce an effect on the stated business needs.

**• Solution Overview**

» Demonstrate strategic thinking, clearly explain how the business needs, audiences and objectives are aligned with the strategic and/or creative approach, tactics, vehicles, media and communication channels.

» Demonstrate that the audience analysis was taken into account when developing key messages for each group identified.

» Provide an executive summary of the tactical execution plan listing the audience, tactics and timeline.

» Demonstrate that the communication solution is aligned with the business needs.

» Ensure your work plan refers to your work sample and assists the evaluators in navigating through your entry and finding the examples that best illustrate your work.
• **Implementation and Challenges**
  » Provide a budget that seems reasonable given the organization and the scope of communication activities.
  » Demonstrate that time and other resources were effectively used.
  » Outline any challenges faced, and demonstrate that they were effectively managed.
  » Demonstrate consultation with stakeholders including presentation of the plan to management.
  » Provide evidence of direct involvement in the project by the entrant.

• **Measurement and Evaluation**
  » Align measurement with valid objectives.
  » Demonstrate output-based results that measure increased volumes as an indicator of progress and/or outcome-based results that influence awareness, understanding, opinion, attitude, behaviors or business results.
  » Provide a thorough evaluation that supports the results.

**STEP 2B: FOR DIVISION 4 ENTRIES, FILL IN THE BRIEF ONLINE FORM**

*You do not need to complete a detailed work plan for the Communication Skills division. Instead, you will need to complete the online questionnaire at the awards entry website and submit it along with your work sample. The work sample should represent the full scope of your work.*

Please note: **The form fields provided for answering the questions below have character limits as stated, so keep your answers concise.**

**The Communication Skills division entry form has six questions:**

- Describe your organization. (800-character limit, including spaces)
- Why was this project undertaken? (600-character limit, including spaces)
- Who was the audience for this project? What do you know about the audience? (600-character limit, including spaces)
- List up to three key measurable objectives for the project. How well did the project meet the objectives? (600-character limit, including spaces)
- List up to three key messages for the project. (600-character limit, including spaces)
- Describe the resources (budget, time, other) available for the project and how effectively they were managed. (600-character limit, including spaces)
STEP 3: PREPARE YOUR WORK SAMPLE

Preparing a work sample is like preparing a portfolio:

- Work sample elements demonstrate skill in strategic planning and execution.
- When evaluators review your work sample, they will look at it as objectively as possible through the eyes of your stated intended audience(s) and take the overall strategy into account.
- Some entrants simply provide the creative samples, and while that's okay, the work sample scoring is split into four sections, so take these into account when preparing yours:
  - Stakeholder alignment and impact
  - Alignment with objectives and strategy
  - Professional execution
  - Overall quality
- Judges will look for a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and creative samples.
- The work sample is scored separately from the work plan, but it's hard for a sample to get a high score if the plan didn’t score well. Make sure that the material in your work sample matches the material described in your work plan.

How to select a representative sample of your work:

- Judges don’t need to see every media clip, or a full research report (unless you are entering in the Communication Research division). Be selective: for larger communication programs, pick the examples (clips, photos, etc.) that best represent your entry, rather than including every item.
- Remember: Electronic files will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used during evaluation, or if evaluators cannot view work samples using the instructions provided. Also, keep in mind that large files are difficult to upload and download, so condense the file size as much as possible. The maximum file size for work sample files is two GB and a maximum of five work sample files are allowed per entry.
• **For entries in categories in the Communication Management, Communication Research, and Communication Education and Training divisions,** the work sample should include a sample of all project elements so that evaluators can review the material and determine how well it’s aligned with the work plan. This might include a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and sample material such as brochures, print or electronic ads or media clips, screen captures of or a link to a website, PowerPoint® presentations, scripts, publications or specific material referenced in your work plan.

• **For entries in categories in the Communication Skills division,** the work sample should include a copy of the product entered in the competition and any supporting information such as budgets, research, media plans, scripts, creative rationale, focus tests, and post campaign tracking information or other elements. Be sure to show individual pieces such as writing or photography samples in the context in which they were used, not just individually.

• **Work samples should not be restricted to merely an electronic version of a printed piece.** For example, in the case of graphic design submissions, you could include photos of the piece that illustrate intricate folds or other nuances that may be lost in an electronic format. *(Of course, you should also clearly demonstrate how any such special design features were a part of the creative solution in your work plan. Remember, your entry is not being judged solely on its artistic merit, but rather on its ability to successfully meet the stated business need or opportunity.)*

**How to represent your scope of work in various media:**

• **Video:** Submit your entry in either m4v, mp4 or wmv formats, no larger than two GB each.

• **Publications (print or electronic):** Submit three consecutive issues in PDF format as one entry. For semiannual publications, submit both issues. For annual publications, including annual reports, submit one issue. Indicate the frequency of the publication (e.g., monthly, quarterly, semiannual) in your work plan.

• **Non-Digital Media:** For large and heavy items (e.g., displays, billboards, sculptures), upload color photographs with descriptions (in PDF format).

• **Photography:** Submit your entry in the context in which it was used. For print media, submit a PDF of the spread or story in which the photograph(s) appeared. For photos used in displays or bulletin boards, or other cases where size is prohibitive, submit a digital photograph of the entire project and one close-up photo.

• **Programs and Campaigns:** Submit a complete, concise entry. Enclose a representative electronic sample of multiple program elements, including digital photographs of outsized or bulky items.

• **Writing Samples:** Provide a tear sheet or other evidence of use. For recurring features or a recurring column (Category 27: Writing), create PDFs for three (3) different samples to support your single entry.
STEP 4: UPLOAD YOUR ENTRY AND SUBMIT PAYMENT.

  
  » You must first register for an account. The registered individual will automatically become the entrant for any entries submitted by that account.
  
  » If you are an IABC Member, be sure to designate that as your “Entrant Type” and provide your IABC membership number when you register your account at the online entry website.
  
  » Fill out an online entry form for each of your entries. Please note that there are three tabs: **Entry Information**, **Upload Files** and **Division 4 Online Questionnaire**.
    
    ◊ Provide basic information on the **Entry Information** tab.
    
    ◊ Select and submit your files on the **Upload Files** tab.
    
    ◊ And, if your entry is in a Division 4 (Communication Skills) category, provide your answers for the online questionnaire on the **Division 4 Online Questionnaire** tab.
  
  » If your work sample content is available online, provide the URL (and screen shots of the website, if you desire) in a PDF document and upload it as your work sample. For any hyperlink you submit, the URL must be functioning for the judges to review your sample.
  
  » After uploading your files, you will be able to review your entry for accuracy and make any necessary changes before submitting payment.
  
  » Continue to submit any additional entries.

• **Pay for your entry using a credit card or PayPal account through the online entry website.**
  
  You should set up all of your entries and then submit just one payment. *Be sure to press the SUBMIT button after you have reviewed all of your entries and have submitted payment.*

• You must upload, pay the registration fee in full, and submit all entries before or on the deadline in order for them to be eligible for evaluation.

• Once your payment has been processed, **you will receive an email confirming your entries.**

**QUESTIONS? EMAIL US AT AWARDS@IABCSOUTHERN.COM.**
DIVISION 1: COMMUNICATION MANAGEMENT
The Communication Management division covers projects, programs and campaigns that are guided by a communication strategy. Entries to this division can be submitted by any type of organization, from governments to retail companies to services such as utilities and health care. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation and evaluation. Entries may include a wide range of communication materials. (A single tactical execution element that formed part of a communication program may also be entered in the Communication Skills division.)

CATEGORY 1: INTERNAL COMMUNICATION
• Programs or strategies targeted at employee or member audiences
• Includes programs that create awareness and influence opinion or behavioral change, including those focused on ethics, morale, internal culture or change management
• May involve improving employee understanding and alignment with business direction, improving face-to-face communication, preparing employees for change, integration of organizational cultures caused by an acquisition or downsizing, an internal brand ambassador program or a program to inspire pride in the organization

CATEGORY 2: EMPLOYEE ENGAGEMENT
• Local, regional, national or international programs or strategies that profile the role of strategic communication as a driver in improving employee engagement
• Entries must focus on the communication elements of these programs, which could include contribution to program development and promotion through various communication vehicles and channels
• May include employee recognition and employee volunteer programs, including programs that benefit charitable or philanthropic causes, or that recognize employees' organizational contributions or achievements in the organization
CATEGORY 3: HUMAN RESOURCES AND BENEFITS COMMUNICATION

• Programs or strategies targeted at internal audiences that relate to communication of health and welfare, savings and pension, stocks and compensation, or recruitment and retention initiatives

CATEGORY 4: CHANGE COMMUNICATION

• Communication strategies that support organizational change
• May be directed at internal or external audiences, or both

CATEGORY 5: SAFETY COMMUNICATION

• Programs or strategies that focus on improving awareness, understanding and behaviors related to safety issues within an organization

CATEGORY 6: LEADERSHIP COMMUNICATION

• Programs or strategies that help leaders become more effective communicators, improve the quality of leadership communication within an organization, or improve leader knowledge and the ability to use communication as a business driver
• Tactics may include tool kits with speaking notes, games or other tools that help leaders communicate a specific topic, and special publications with information and support for leadership communication

CATEGORY 7: MARKETING, ADVERTISING AND BRAND COMMUNICATION

• May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels
• Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services
• Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences
• May include brand characteristics and attributes, changes to corporate identities and design solutions that address the challenges of brand communication (must be more than a logo redesign)

CATEGORY 8: CUSTOMER RELATIONS

• Strategies or ongoing programs targeted at customer audiences that educate, inform, engage or otherwise connect the organization and its employees to the customer
• Programs may influence reputation, brand awareness and loyalty, and market position
• May include relationship management, experience standards or appreciation programs, but must be focused on communication and marketing elements
CATEGORY 9: MEDIA RELATIONS
• Strategies or ongoing programs that use the news media as the primary channel to reach target audiences and seek to influence awareness, understanding and opinion or motivate action
• Should demonstrate the quality of media coverage and its impact on the organization—quantity of media stories alone is not considered a valid measurement in this category

CATEGORY 10: COMMUNITY RELATIONS
• A one-time or an ongoing program that enhances stakeholder understanding of issues affecting business operations within the community served
• Seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities
• Tactics and supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

CATEGORY 11: GOVERNMENT RELATIONS
• Short- or long-term programs that influence the opinion or actions of government bodies or agencies
• May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry

CATEGORY 12: FINANCIAL COMMUNICATION
• Entails strategies, tactics and tools used to share financial data and recommendations with investors and other interested parties
• Includes investor relations functions that integrate finance, communication, marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders

CATEGORY 13: ISSUES MANAGEMENT AND CRISIS COMMUNICATION
• Programs targeted at external and/or internal audiences that address trends, issues or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy or environmental concerns
• Programs may demonstrate proactive planning and preventative action during an extraordinary event, or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization
CATEGORY 14: CORPORATE SOCIAL RESPONSIBILITY

- Programs/strategies that communicate social responsibility and encourage positive actions, while building awareness and reputation, and positioning the organization as a good corporate citizen
- May be targeted to multiple audiences and influence share price and customer loyalty, retention and recruitment, operational efficiency and increased sales
- Generally long-term and focused on enhancing the well-being of communities and populations through causes such as the environment, energy sustainability, food safety, economic stability, employment, poverty reduction, literacy, education, health, cultural preservation, and indigenous and heritage protection

CATEGORY 15: SOCIAL MEDIA PROGRAMS

- Engages internal and external audiences in conversation through social media
- Encompasses tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online
- May use conversation-enabled publishing platforms such as blogs and podcasts, social networks such as Twitter, LinkedIn and Facebook, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube and Flickr, and virtual networking platforms

CATEGORY 16: GOVERNMENT COMMUNICATION PROGRAMS

- Programs and strategies specific to government organizations at the municipal, state, provincial, regional, federal, national or international level
- May be targeted to one or more audiences, and include internal, external or integrated communication strategies or programs

CATEGORY 17: NON PROFIT CAMPAIGNS

- Programs recognizing the particular challenges of the nonprofit sector
- May include multiple internal or external audiences
- Promotes nonprofit organizations or causes
- May be paid projects or pro-bono projects donated to the client by an organization, agency or consultant; entries will generally have a small budget or none at all

CATEGORY 18: COMMUNICATION MANAGEMENT, STUDENT ENTRY

- Entries to any category in this division submitted by a student

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DIVISION 2: COMMUNICATION RESEARCH

Entries in this division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that’s integral to success throughout the career of a communication professional. A clear understanding of why the research was needed demonstrates its strategic value to an organization.

CATEGORY 19: COMMUNICATION RESEARCH

- Formative research conducted during the initial stages of the strategic communication planning process that benchmarks audience opinions or behaviors, profiles the marketplace or communication environment in which the organization operates, aligns best practices against organizational needs or informs strategic direction for communication programs
- Entries may include any research that informs actions or decision making within the communication field
- This could be audience analysis, competitive benchmarking, program or product test markets, reputation or brand studies, communication and content audits, usability studies, readership or effectiveness studies

CATEGORY 20: COMMUNICATION RESEARCH, STUDENT ENTRY

- Entries to any category in this division submitted by a student
DIVISION 3: COMMUNICATION TRAINING AND EDUCATION
This division recognizes the mentorship and education role of consultants and communicators in developing and delivering workshops, classes, seminars or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.

Communication training and education has the potential to enhance the value of the communication function, profession, or discipline. Entries in this division must demonstrate:
• Alignment of learning outcomes to goals and objectives
• Alignment of assessments to specific learning outcomes
• Theories and practices of educational excellence
• Impact outside the classroom

CATEGORY 21: COMMUNICATION TRAINING AND EDUCATION
• Training or education delivered within an organization, whether by consultants or in-house staff, as well as training and education via university classes, conferences, seminars, or workshops
• Training or education intended to develop or enhance communication competencies or skills as identified in the Global Standard of the Communication Profession’s six principles—ethics, context, analysis, consistency, engagement and strategy
• For internal audiences, this may include supervisor/manager/leader training in communication skills, presentation skills and employee ambassador development, in addition to media training, speaker’s bureau training, and other communication disciplines

CATEGORY 22: COMMUNICATION TRAINING AND EDUCATION, STUDENT ENTRY
• Entries to any category in this division submitted by a student
DIVISION 4: COMMUNICATION SKILLS
The communication skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results.

CATEGORY 23: SPECIAL EVENTS
• Planning and execution of a special event for an internal or external audience
• For internal audiences, this may include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement
• For external audiences, this may include conferences, workshops, anniversaries, official openings, product launches, road shows and customer events

CATEGORY 24: DIGITAL COMMUNICATION
• Computer-based communication vehicles defined as the end product that are produced for internal or external audiences, and rely on a digital communication channel for delivery
• Electronic and interactive communication channels such as websites, intranets, online stores, blogs, podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms
• May also include electronic newsletters, electronic annual reports, special publications, CDs or DVDs, e-cards, banner ads, buttons, pop-ups and similar material
• Generally one-way communication that offers published content online

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CATEGORY 25: AUDIO/VISUAL
• Communication vehicles produced using sound, images, video, film, slides, CDs or a combination of these elements
• May include video, audio, presentations and films, but not advertising commercials

CATEGORY 26: PUBLICATIONS
• Publications produced for internal or external audiences in all formats (hard copy and electronic)
• May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, e-newsletters, and similar material

CATEGORY 27: WRITING
This category includes writing in both print and electronic formats:
• Journalism:
  » Material in which the news media is the primary communication channel
  » May include, but is not limited to, editorials, interpretive/expository articles, news releases, and feature stories
• Corporate Writing:
  » Material written primarily for use by an organization to inform or educate employees or external stakeholders
  » May include recurring features or columns, magazines, newsletters, internal or special publications, standalone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, internal publications, technical writing, and annual and special reports
• Promotional Writing:
  » Material written to persuade customers, consumers, employees or stakeholders to adopt a point of view or to purchase goods or services
  » May include commercials, advertising, marketing or sales promotion material, advertorials and writing for the web
• Nonprofit Writing:
  » Material written to promote nonprofit organizations, including IABC regional and chapter events and programs
• Writing – Special Projects:
  » Books (fiction and nonfiction), educational material, scripts for theatrical use, and other writing projects not covered above

CATEGORY 28: COMMUNICATION SKILLS, STUDENT ENTRY
• Entries to any category in this division submitted by a student