**2024 Gold Quill Awards Promo Toolkit**

**About Gold Quill Awards**

For more than 40 years, IABC’s Gold Quill Awards have recognized and awarded excellence in strategic communication worldwide. Gold Quill is the only awards program that honors the dedication, innovation and passion of communicators on a global scale.

All IABC Gold Quill Award entries are evaluated by international professional communicators with more than 10 years of experience. The majority of evaluators have earned Gold Quill Awards. Many are either IABC accredited or certified by the Global Communication Certification Council. And, all are trained to evaluate entries against established criteria aligned to IABC’s Global Standard of the communication profession.

There are two types of Gold Quill Awards:

* Awards of Merit, for entries that score 5.25 to 5.74 out of 7
* Awards of Excellence, for entries that score above 5.75

Enter a submission by 10 December 2023 for the early bird rate, or by 21 January 2024: <https://gq.iabc.com/>

**Talking Points**

* IABC’s Gold Quill Awards have recognized and awarded excellence in strategic communication worldwide for more than 40 years.
* Gold Quill is the only awards program that honors the dedication, innovation and passion of communicators on a global scale.
* Gold Quill Awards endow significant credibility to the individuals and teams whose exceptional work is deserving of the accolade.
* The Gold Quill Award entries are rigorously evaluated by seasoned professionals, who undertake annual training and follow consistent guidelines that embed an equitable, impartial and thorough review of each entry.
* The discipline required to complete a submission alone, and the feedback received by the evaluators after submission, provides invaluable guidance for their everyday work.
* By submitting an entry for consideration,you can inspire your team and bring them together to produce show-stopping work and share the glory when it’s complete.

**Sample Social Media Posts**

Use these customizable social media posts to share the Gold Quill Awards with your personal and professional network. Don’t forget to use #GoldQuill

**Sample One**

Gold Quill Awards signify the excellence and professionalism of your team. Throw your hat into the ring; submit an entry by 21 January for consideration: <https://gq.iabc.com/> #GoldQuill #IABCGQ

**Sample Two**

You know that your team brings the best of the best in their work each day. Now, prove it to the world. Submit an entry for IABC Gold Quill Awards by 10 December to save at the early bird rate: <https://gq.iabc.com/> #GoldQuill #IABCGQ

**Sample Three**

Enhance the reputation of your team and organization, both internally and externally, with an IABC Gold Quill Award. Submit an entry for consideration by 21 January: <https://gq.iabc.com/> #GoldQuill #IABCGQ

**Sample Four**

IABC Gold Quill is the only awards program that honors the dedication, innovation and passion of communicators on a global scale. Enter a submission for the chance to earn this prestigious accolade; early bird deadline is 10 December. <https://gq.iabc.com/> #GoldQuill #IABCGQ

**Promotional Graphics**

Save the below graphics to help promote the Gold Quill Awards in emails or on social media.

[**Download here**](https://www.iabc.com/Portals/0/Images/2024%20Graphics.zip?ver=RozC2jTAY3lluN9DDKlKQQ%3d%3d)**.**



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