

Reach
for the
Stars



Call for Entries

Take your place in the glittering galaxy of communication stars...

The Gold Quill Awards are the world's premier awards program for communicators. Be recognized for your hard work and creative brilliance and join the realm of globally renowned professionals.

The Gold Quill Awards are different from other communication awards programs. Simply entering gives you value, as you'll receive quality feedback from trained evaluators across the globe, all of whom are working professionals in the communication field.

And, should you win, you'll become part of the Gold Quill galaxy—a stellar lineup of communication all-stars who've used strategy, creativity, measurement and innovation to take the communication profession out of this world.

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WELCOME FROM THE CHAIR

Dear fellow communication professional,

It's time to reach for the stars with IABC's 2015 Gold Quill Awards program. Whether you are looking for global recognition or feedback and coaching for professional development, this year's program promises to be one of the best ever.

Don't miss this chance to be recognized globally and celebrated among other IABC stars at our Excellence Gala during the World Conference in San Francisco in June 2015.

We also have some exciting changes to this year's program.

It's easier to enter your work into the Skills Division

We've responded to your feedback and have simplified the process for entering the Communication Skills division. Evaluators will still be looking for strong strategic links, but the focus will be on the vehicle or tactic executed. We're hoping that this makes it easier for time-strapped communication professionals and those who struggle to fit the accomplishment of an expertly executed tactic into a strategic work plan.

A chance to become globally recognized as the IABC Gold Quill Agency or Team of the Year

Starting this year, your organization or team can be globally recognized as an all-star for 2015 in one of six categories. We'll be announcing the agencies and teams of the year at our Excellence Gala at the IABC World Conference in San Francisco.

Stay grounded while you reach for the stars

We want you to be successful. That's why there are many resources available to help you submit your best entry. Find resources and helpful guides, including the "Midas Touch" presentation that walks you step-by-step through the entry process, on gq.iabc.com. If you still have questions, just email recognition@iabc.com and we'll be happy to answer them.

Join the Gold Quill galaxy

In 2014, the Gold Quill Awards program received more than 800 entries and handed out more than 280 Awards of Merit and Excellence to professionals worthy of international recognition. The Gold Quill Awards is not just for IABC members. It's for everyone. If you work in the global communication and marketing profession, check out the world's premier communication awards program.

I invite you to enter and help us make the 2015 Gold Quill Awards better than ever. Please join me and the thousands of other communication professionals who will be reaching for the stars in 2015. I look forward to recognizing you for communication excellence.

Priya Bates, ABC, MC
2015 IABC Gold Quill Awards Chair ✨

GOLD QUILL AT-A-GLANCE

DEADLINES (Midnight PST)

Early bird: Wednesday, 12 November 2014

Final: Wednesday, 7 January 2015

Time frame: All eligible work must be implemented, published or broadcast between January 2012 and the day of submission. If a long-term strategy was developed prior to January 2012 and hasn't previously been entered, it is eligible for entry. If you entered your work in 2013 or 2014 and didn't win an award, you may revise and re-enter your project. Entries that have won in previous years may not be resubmitted.

ENTRY FEES (in U.S. dollars)

Entrant	Early bird	Final
✦ IABC Member	\$250	\$325
✦ IABC Student Member	\$25	\$40
✦ Non-member	\$350	\$425
✦ Student Non-member	\$60	\$75

Entry fees in U.S. dollars

For information on the benefits of IABC membership, call IABC headquarters toll-free at 800.776.4222 or +1 415.544.4700 outside the U.S. and Canada, or go to iabc.com.

Enter online at gq.iabc.com.

QUICK FACTS

- ✦ Enter from 15 September 2014 through 7 January 2015.
- ✦ Choose from 4 divisions and 47 categories.
- ✦ Trained evaluators will review your entry and provide you with solid feedback.
- ✦ You may enter multiple categories within one division or across divisions.
- ✦ Evaluation is based on IABC's Global Seven-point Scale of Excellence for strategic planning and execution.
- ✦ Entries must receive a score of 5.25 or higher to receive an Award of Merit, and entries scoring 5.75 or higher receive an Award of Excellence.
- ✦ Most entries include a work plan providing the strategic overview of the program or initiative, and a work sample showing some of the actual work completed.
- ✦ Scores for Communication Management entries are based equally on the work plan and the work sample.
- ✦ For entries in Communication Skills, the score is based on the work sample's creativity, professional execution and alignment to a higher-level campaign or initiative.
- ✦ For student entries, 35 percent of the score is based on the work plan and 65 percent on the work sample.

THE RULES

- ✦ Your entry fee must be received before the final deadline of 7 January 2015.
- ✦ If you enter early, you must upload your entry and pay the registration fee before the deadline noted to qualify for the reduced rate.
- ✦ Full payment must be received for all entries you submit before or on the closing date to be eligible for evaluation.
- ✦ Work plans for Divisions 1, 2 and 3 are limited to four pages using a font size no smaller than 10-point and margins no less than ½ inch. A template is available on the Gold Quill website.
- ✦ For Division 4, Communication Skills, you will need to submit a brief entry form, available on the Gold Quill website.
- ✦ Work done for IABC is not eligible for this program.
- ✦ If your entry depends mainly on syndicated, borrowed, reprinted or stock material, it may be disqualified.
- ✦ 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.



STUDENT ENTRIES

A student or a group of students may submit entries. At the time the work was created, the student must have been attending school full time or part time, working toward a degree at a college, university or other educational institution. 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 member or non-member.

Work produced for educational courses, a club or volunteer association, an internship, or commercial and non-commercial activities, including work for an IABC chapter or region, is eligible for submission. Professors, lecturers or advisers may not enter on behalf of a student.

NEW SKILLS DIVISION EVALUATION FOR 2015

The Communication Skills division is easier to enter than ever before. Simply complete the brief entry form available on the Gold Quill website and then submit it along with your work sample. The entry form provides critical information to assist evaluators in evaluating your work based on the creativity, professional execution and alignment to a higher-level campaign or initiative of the work sample itself.



SPECIAL AWARDS

New awards for 2015!

Starting this year, IABC has six exciting new titles up for grabs. These awards recognize the excellent work submitted by an agency or organization. The awards are evaluated based on the number of winning submissions from a particular entrant. Excellence awards are weighted higher than Merit awards.

- ✦ IABC Gold Quill Boutique Agency of the Year (Five or fewer employees)
- ✦ IABC Gold Quill Small Agency of the Year (Six to 20 employees)
- ✦ IABC Gold Quill Mid-Size Agency of the Year (21 to 50 employees)
- ✦ IABC Gold Quill Large Agency of the Year (51 or more employees)
- ✦ IABC Gold Quill Corporate Communications Department of the Year
- ✦ IABC Gold Quill Not-for-Profit Communication Department of the Year

These awards will be calculated following the evaluation of all categories and will be announced at the Excellence Gala at IABC's World Conference in San Francisco, happening 14-17 June 2015.

BEST OF THE BEST

Recommended by the Blue Ribbon Panels and reviewed by the Gold Quill Awards chair, vice chair and past chair, Best of the Best winners will receive special recognition during the Gold Quill Awards Gala at the IABC 2015 World Conference in San Francisco. The Best of the Best Awards recognize the most exceptional work from across all divisions.

OTHER AWARDS

All entries earning an Award of Excellence are considered for:

- ✦ The Jake Wittmer Award, for outstanding research commissioned or developed by a communicator that was instrumental in ensuring the success of a communication program.
- ✦ The Business Issue Award, for addressing a critical business issue that threatened the well-being or viability of an organization and shows strategic involvement while presenting an effective, innovative resolution with measurable results.
- ✦ The Sharon Berzok Student Award, for the student who achieves the highest standard of communication excellence in the student categories. The winning entrant will receive a US\$500 scholarship to use for professional development, education or training.

DIVISION 1: COMMUNICATION RESEARCH MANAGEMENT

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.

Category 1:

INTERNAL COMMUNICATION RESEARCH

- ✦ Formative research conducted during the initial stages of the strategic communication planning process that benchmarks internal audience opinions or behaviors, profiles the marketplace or internal communication environment in which the organization operates, aligns best practices against organizational needs or informs strategic direction for internal communication programs
- ✦ May include audience analysis, competitive benchmarking, secondary research related to best practices, program or product test markets and reputation or brand studies

Category 2:

INTERNAL COMMUNICATION MEASUREMENT

- ✦ Research that measures the impact of internal communication programs, strategies, vehicles or channels on audience groups and business needs
- ✦ May measure the effectiveness of internal communication strategies, programs, channels or vehicles through communication dashboards, or through readership, viewership, knowledge, or benefits and compensation surveys

Category 3:

EXTERNAL COMMUNICATION RESEARCH

- ✦ Formative research conducted during the initial stages of the strategic communication planning process that benchmarks external audience opinions or behaviors, profiles the marketplace or external communication environment in which the organization operates, aligns best practices against organizational needs or informs strategic direction for external communication programs
- ✦ May include audience analysis, competitive benchmarking, secondary research related to best practices, program or product test markets, and reputation or brand studies

Category 4:

EXTERNAL COMMUNICATION MEASUREMENT

- ✦ Research that measures the impact of external communication programs, strategies, vehicles and channels, including print, broadcast, social media or other external marketing activities such as trade conferences, special events and charitable activities, either for a campaign or an ongoing program

Category 5:

RESEARCH INNOVATION

- ✦ Innovative research programs or tools that may combine research methodologies to overcome survey/research fatigue; engage hard-to-reach participants; demonstrate inspired uses of qualitative methods, sampling methods or question/questionnaire design; or other innovative ways of addressing the research goals
- ✦ Formative internal and/or external research including, but not limited to, consumer, media, attitudinal or online research, or measurement of the impact of communication on business results in terms of cost, efficiencies, share price, brand value or sales

Category 6:

COMMUNICATION RESEARCH MANAGEMENT, STUDENT ENTRY

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



DIVISION 2: COMMUNICATION MANAGEMENT

This division focuses on strategic communication planning and execution of internal, external and integrated programs.

Category 7:

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 8:

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 9:

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 10:

SAFETY COMMUNICATION

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

Category 11:

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 12:

CHANGE COMMUNICATION

- ✦ Communication strategies that support organizational change
- ✦ May be directed at internal or external audiences or both

Category 13:

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 14:

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 15:

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 16:

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 17:

ADVERTISING CAMPAIGNS

- ✦ Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services
- ✦ Generally short-term in nature and may use a variety of communication vehicles and channels such as radio and television commercials; newspaper and magazine ads; flyers; brochures; the Internet; email; social media; outdoor; transit or mall advertising; posters; street teams; and guerrilla marketing tactics

Category 18:

MARKETING COMMUNICATION

- ✦ Marketing is defined as the systematic planning, implementation and control of a variety of business activities intended to bring buyers and sellers together.
- ✦ May include various activities designed to sell products, services, destinations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels
- ✦ Broader than advertising campaigns, although advertising is often an element of a marketing program

Category 19:

CORPORATE SOCIAL RESPONSIBILITY

- ✦ Programs or 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 and health, cultural preservation, and indigenous and heritage protection

Category 20:

ADVOCACY COMMUNICATION

- ✦ Programs or campaigns that seek to influence the attitudes and opinions of audiences toward an issue, cause, point of view or organization that in turn can sway government decisions or regulations
- ✦ Generally long-term, these programs may use a variety of communication vehicles and channels designed to raise awareness, create understanding, influence opinion, create buy-in and motivate change that positively impacts the organization or the issue.

Category 21:

INTERNATIONAL COMMUNICATION

- ✦ Long- and short-term programs or strategies targeted at international audiences, including multinational consumers, international organizations, or global issues or trends
- ✦ May include communication work done by multinational bodies to influence audience opinion and action

Category 22:

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 23:

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 24:

NONPROFIT CAMPAIGNS

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

Category 25:

BRAND COMMUNICATION

- ✦ Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences
- ✦ Must demonstrate how research findings were used to inform the brand strategy, and discuss the strategic approach and results
- ✦ 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 26:**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 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

Category 27:**MULTI-AUDIENCE COMMUNICATION**

- ✦ Any strategy or program targeted at more than one internal and external audience
- ✦ Programs align internal and external communication strategies, demonstrate the full range of communication skills, and showcase multiple areas of expertise such as media relations, employee communication, marketing, branding, crisis management, communication research and measurement, and other disciplines

Category 28:**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 29:**COMMUNICATION MANAGEMENT, 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 senior 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.

Category 30:

INTERNAL COMMUNICATION TRAINING

- ✦ Training or educational programs delivered to an internal audience that help to improve their communication competencies
- ✦ 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 31:

EXTERNAL COMMUNICATION TRAINING

- ✦ Communication training delivered to an external audience that helps to improve knowledge and understanding of the broad range of communication disciplines and skills
- ✦ May include presentations for conferences, university classes, seminars or workshops, as well as media and executive coaching

Category 32:

INSTITUTIONAL COMMUNICATION TRAINING

- ✦ Communication education developed as part of a curriculum and taught within educational institutions that helps to improve the skills and expertise of students
- ✦ May include strategic communication planning and related elements, and encompass the broad range of communication skills, disciplines and research

Category 33:

COMMUNICATION EDUCATION TOOLS

- ✦ Tools such as books, manuals, white papers, guides, workbooks, and other materials that teach key competencies and help to position communication as a key business driver
- ✦ May test, refine or expand communication practices, or critically review issues relevant to the profession

Category 34:

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.

Starting this year, the Communication Skills Division is now simpler to enter. For more information, visit gq.iabc.com.

Category 35:

DIGITAL COMMUNICATION VEHICLES

- ✦ 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
- ✦ May 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

Category 36:

DIGITAL COMMUNICATION CHANNELS

- ✦ 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

Category 37:

AUDIO/VISUAL

- ✦ Communication vehicles produced using sound, images, video, film, slides, CDs or a combination of these elements
- ✦ May include video, audio, PowerPoint or other presentations, and films
- ✦ Does not include advertising commercials

Category 38:

PUBLICATIONS

- ✦ Publications produced for internal or external audiences in all formats, except electronic
- ✦ May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, and similar material

Category 39:

PUBLICATION DESIGN

- ✦ Design of internal or external publications in all formats, including electronic
- ✦ May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, e-newsletters, and similar material

Category 40:

OTHER GRAPHIC DESIGN

- ✦ Communication projects where design is central to the effectiveness of the vehicle
- ✦ May include cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations and special signs
- ✦ Work may appear on book and magazine covers, posters, organizational identity (logo), product labels and packaging, direct marketing, 3-D materials and illustrations.

Category 41:

SPECIAL EVENTS – INTERNAL

- ✦ Planning and execution of a special event for an internal audience
- ✦ 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

Category 42:

SPECIAL EVENTS – EXTERNAL

- ✦ Planning and execution of a special event for an external audience
- ✦ Examples include conferences, workshops, anniversaries, official openings, product launches, road shows and customer events.

Category 43:

PHOTOGRAPHY WITHIN A COMMUNICATION VEHICLE

- ✦ Original photographs created or commissioned for a communication project that demonstrates strategic use of images to tell a story or connect with the audience in a meaningful way
- ✦ Includes single or multiple use of photos

Category 44:

MARKETING, ADVERTISING AND SALES VEHICLES

- ✦ Involves the creative concept, writing and production of marketing, advertising and sales vehicles where the emphasis is on the growth of sales through increased customer and consumer awareness

INCLUDES

- ✦ Traditional radio, television, newspaper and magazine print ads (single or series), and advertorials
- ✦ Outdoor advertising including, but not limited to, billboards; murals and public sculpture; posters; wrapped buildings, cars and buses; decorations; neon signs; awnings; and street furniture
- ✦ Indoor advertising; including pillar ads; garbage can ads; mall displays; poster advertising and airport advertising; indoor billboards; and similar vehicles
- ✦ Online and interactive promotions and activities, including banner ads, website ads, advertising on social media sites such as Facebook and YouTube, and other uses of the Internet to reach audiences
- ✦ Sales tools such as product information sheets, direct mail, promotional kits, and specialty items

Category 45:

PUBLIC SERVICE ANNOUNCEMENTS

- ✦ Video or audio productions of one minute or less distributed to television or radio stations as unpaid public service announcements
- ✦ Print ads distributed to newspapers and/or magazines as unpaid public service announcements

Category 46:

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, stand-alone 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

WRITING – SPECIAL PROJECTS:

- ✦ Books (fiction and nonfiction), educational material, scripts for theatrical use, and other writing projects not covered above

Category 47:

COMMUNICATION SKILLS, STUDENT ENTRY

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

HOW TO ENTER

Visit gq.iabc.com for the most comprehensive advice on how to enter the Gold Quill Awards.

How to enter Divisions 1, 2 and 3:

There are two key elements to your entry, the work plan and the work sample. The work plan is an executive summary of your communication strategy. If you're entering the same program or elements of the program in multiple categories, be sure to tailor your work plan so it fits each category. It should:

- ✦ Describe the context for your program or project.
- ✦ Clearly state the communication challenge or opportunity.
- ✦ Provide an analysis of your target audiences.
- ✦ Demonstrate high-level goals and measurable objectives stated as outputs or outcomes.
- ✦ Provide insight into your strategic approach.
- ✦ Highlight your budget.
- ✦ Provide an abbreviated tactical execution plan.
- ✦ Discuss any challenges that you faced during planning and execution.
- ✦ Demonstrate collaboration with stakeholders, if appropriate.
- ✦ Provide measurable, meaningful results that are aligned with your stated objectives and audience and business needs.
- ✦ Ensure your work plan references your work sample and assists the evaluators to navigate through your entry and find the examples that best illustrate your work.

The work sample is the supporting material that illustrates how you planned and implemented your communication program. It can include video and audio files, Word documents, PDFs, magazines, brochures and website links. Your work sample should represent the full scope of your work. However, bear in mind that evaluators have limited time to review your submission—a well-organized work sample that demonstrates the very best of your efforts will score higher than an overwhelming number of items that evaluators can't sort through.

Organize and condense your work sample to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.

How to enter Division 4:

You do not need to complete a detailed work plan for the Communication Skills division. Instead, you will need to complete a brief entry form (available at gq.iabc.com) and submit it along with your work sample. The work sample should represent the full scope of your work.

Please note that 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. Please also keep in mind that large files are difficult to upload and download, so please condense the file size as much as possible. The maximum file size is 2 GB.

TOP TEN REASONS FOR ENTERING GOLD QUILL

1. Learn how to create a strategic communication plan that demonstrates your analytical thinking and creative implementation skills.
2. Be recognized for your work by colleagues and employers and have solid evidence that you're one of the best at what you do.
3. Earn credibility and a reputation for excellence.
4. Contribute to the business-savvy reputation of communicators committed to business results.
5. Build your résumé and open doors that lead to speaking engagements and new job opportunities or clients.
6. Increase your professional knowledge.
7. Make your team and your CEO proud of effective work championed by a best-practice organization.
8. Fine-tune your skills with expert feedback from senior professionals.
9. Show that you can compete with the best of the best.
10. Use the feedback from your IABC chapter or regional awards program to enter an even stronger submission at the international level.

Questions? Email us at recognition@iabc.com. ✨



Use the Gold Quill evaluator score sheets available on the Gold Quill Awards website as guides to make sure that you've covered all the required items for your entry.

Also available on the Gold Quill website is "The Midas Touch" guide—a comprehensive overview of how to write a winning Gold Quill entry, as well as plenty of helpful tips, advice and testimonials from evaluators and previous winners.

WORLD CONFERENCE

The **Gold Quill Awards** are presented at IABC's night of nights, the Excellence Gala, held as part of the annual World Conference. In 2015, the conference will be held in San Francisco, 14-17 June.

The Excellence Gala is a black-tie-optional dinner that has long been one of IABC's most prestigious events. It's a perfect opportunity to celebrate the hard work and achievements of your team and/or clients.

Find out more information about the World Conference and register for the event at wc.iabc.com. We hope to see you there!





GOLD AWARDS **QUILL** 2015

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS