

Entry Form Preview – Divisions 1, 2, 3 and 4

1. Confirmation that the project and entry were developed in adherence with the IABC Code of Ethics: <https://www.iabc.com/About/Purpose/Code-of-Ethics>
2. Conflict of Interest confirmation
3. Division selection

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, including public and private corporations, governments, non-governmental organizations, not-for profit organizations, partnerships, cooperatives, and educational institutions.
- 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.)

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 is 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.

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.
- Entries in this division must demonstrate:
 - i. Alignment of learning outcomes to goals and objectives
 - ii. Alignment of assessments to specific learning outcomes
 - iii. Theories and practices of educational excellence
 - iv. Impact outside the classroom

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 tied to objectives.
4. Category selection - <https://gq.iabc.com/Enter/Divisions-Categories> for a full list and description of each category
 5. Entry Title (100 character limit)
 6. Organization name
 7. Language of entry (English, French or Spanish only)
 8. Entrant first name
 9. Entrant last name
 10. Entrant email
 11. Entrant IABC Professional Designations
 12. Entrant phone number
 13. Entrant membership status
 14. Entrant mailing address
 15. Entrant trophy mailing address confirmation
 16. Name(s) for Winner's List
 17. Name(s) for Award Trophy (100 characters)
 18. 30 to 60-second Promo Video upload (optional)
 19. Client permission (for agencies and consultants)
 20. Organization classification:
 - a. Boutique Agency (five or fewer employees)
 - b. Small Agency (six to 20 employees)
 - c. Mid-Size Agency (21 to 50 employees)
 - d. Large Agency (51 or more employees)
 - e. Corporate Communication Department
 - f. Nonprofit Communication Department
 21. Permission for IABC to publish your Work Plan
 22. Confidentiality of entry
 23. Consider for Gold Quill Award session/webinar?
 24. Attachments: IABC Award Work Plan, supporting documentation
 25. Questions for Division 4 entries (Answer these 8 questions to serve as your Work Plan):
 - a. Describe your organization. (*maximum of 800 characters, including spaces*)
 - b. Describe the business need that led to this project being undertaken. (*maximum of 1,000 characters, including spaces*)



- c. Who was(were) the audience(s) for this project? What do you know about them in relation to the communication opportunity? (*maximum of 1,000 characters, including spaces*)
- d. What were the measurable objectives for the project? Please provide no more than three objectives, and describe how they are aligned with the business need. (*maximum of 1,000 characters, including spaces*)
- e. What were the key messages for the project? Name not more than three messages. (maximum of 1,000 characters total, including spaces)
- f. Describe the resources (budget, time, others) available for the project and how effectively they were managed. (*maximum of 1,000 characters, including spaces*)
- g. Provide a brief summary of how you used these insights (business need, audiences, objectives and key messages) to guide the development of your project. (*maximum of 1,500 characters*)
- h. How well were the measurable objectives met? Show the relationship between the objectives you set and the results you achieved. (*maximum of 1,000 characters, including spaces*)