

IABC ANNOUNCES 2021 GOLD QUILL AWARDS WINNERS AT WORLD CONFERENCE

Special Award, “Best of the Best” and “Team/Agency of the Year”

CHICAGO, July 1, 2021 — The International Association of Business Communicators ([IABC](#)) announced the winners of the 2021 Gold Quill Awards during the Excellence Gala of this year’s virtual World Conference. For more than 40 years, Gold Quill Awards have signified global achievement in the communications profession.

This year’s recipients of the special awards, “best of the best” and “team/agency of the year” submitted works of strategic relevance, timeliness and innovation. To select the winners, blue-ribbon panels reviewed 482 entries from 22 countries and evaluated the submissions at 11 global sites.

“During an extraordinary year, these Gold Quill Award winners produced extraordinary work,” said Ritzi Villarico-Ronquillo, APR, IABC Fellow, and Chair of the IABC 2021 Awards Committee. “We received remarkable entries from all over the world, and the judges and I thank everyone who participated.”

Gold Quill Awards entrants and winners represent the diversity of communications professionals in perspective, experience, geography and personal identity. Submissions come from projects conducted in organizations of all sizes, including boutique agencies, startups, consultancies, non-profits, educational institutions, governments and companies.

For more information on the Gold Quill Awards, including the full list of winners, visit the [Gold Quill website](#).

2021 Special Award Winners

Jake Wittmer Research Award: Presented to the entry that shows outstanding research that was commissioned or developed by a communicator and was instrumental in ensuring the success of a communication program.

Speech Therapy Fairy Tales

Tatjana Kos, Nina Šiler, Katja Vidovič, Anja Bogataj

A1 Slovenija, d. d.

Business Issue Award: Presented to an entry that addresses 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.

GoodLife @ Home & The GoodLife Standard

GoodLife Fitness & Edelman



Sharon Berzok Student Award: Presented to the student achieving the highest standard of communication excellence in the student categories. The winning entrant receives a US\$500 scholarship to use for professional development, education or training.

Asbury University 2020 Highbridge Film Festival Social Media Campaign

Asbury University Highbridge Film Festival

[2021 Best of the Best Award Winners](#)

Recommended by evaluators and reviewed by the Gold Quill Awards chair, vice chair and past chair, the Best of the Best winners represent the very best entries seen across the globe.

Best of the Best, Category 1: Internal Communications

Wemersion - "We not I"

Woolworths Group

Best of the Best, Category 7: Marketing, Advertising and Brand Communication

PARKER. A premium gift for one's nearest and dearest

Pro-Vision Communications

Best of the Best, Category 8: Customer Relations

How a pandemic pivot turned into long-term strategy

Mitacs

Best of the Best, Category 14B: COVID-19 Response & Recovery Management and Communication

Recovery & Resilience: COVID-19 Business Continuity Plan

Fix Network World

Best of the Best, Category 16: Nonprofit Campaigns

ASD: Rockin' the Spectrum

Jake's House with Edelman

Best of the Best, Category 17: Diversity and Inclusion

Dear Everybody anti-stigma campaign

Holland Bloorview Kids Rehabilitation Hospital

Best of the Best, Category 22: Audio/Visual

Thuma Mina

University of Cape Town

2021 "Agency/Team of the Year" Award Winners

The "Agency/Team of the Year" awards highlight the highest-scored entries in the program submitted by an agency or organization. The awards are evaluated based on the number of winning submissions from a particular entrant.

Boutique Agency of the Year: Presented to an outstanding agency with five or fewer employees.
Cropley Communications

Small Agency of the Year: Presented to an outstanding agency with six to 20 employees.
Craft Public Relations

Mid-Size Agency of the Year: Presented to an outstanding agency with 21–50 employees.
ROC Group

Large Agency of the Year: Presented to an outstanding agency with 51 or more employees.
PartnerComm, Inc

Corporate Communication Department of the Year
PwC Australia

Not-for-Profit Communication Department of the Year
Sheridan College

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About IABC

IABC is setting the global standard for communication professionals. A diverse, international association connecting communication professionals with the people and insights necessary to drive results, IABC brings together the profession's collective disciplines. IABC programming, delivered locally and globally through chapters and regions, includes certification and awards to provide communications benchmarks for business executives. Focused around the Global Standard (ethics, consistency, context, analysis, strategy and engagement), IABC helps guide careers and advance the profession.