



IABC ANNOUNCES 2022 GOLD QUILL BEST OF THE BEST AND SPECIAL AWARD WINNERS

Winners Recognized at World Conference in New York City

CHICAGO, July 13, 2022 — The International Association of Business Communicators ([IABC](#)) announced the winners of the 2022 Gold Quill “Best of the Best” Awards during its World Conference in New York City.

The Gold Quill Awards are IABC’s premier awards program. For more than 40 years, IABC has recognized the work of communication professionals in addressing vital issues and inspiring change.

Every year, entrants submit works of organizational importance across a range of categories. To select this year’s winners, reviewers analyzed 406 entries from 16 countries. The blue ribbon panels then selected 125 winners, including three student awardees.

The “Best of the Best” awards recognize the highest-scoring entries received this year.

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

“Communication professionals around the globe are displaying remarkable talent,” said Maureen Healey, IABC, and Chair of the IABC 2022 Awards Committee. “My deepest thanks to all the Gold Quill entrants and blue-ribbon panelists. Their work improves the communication community and the wider world.”

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

2022 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: COVID-19 Response & Recovery Management and Communication

COVID-19 Vaccine Confidence

The Regional Municipality of York

Best of the Best: Nonprofit Campaigns

Sounds of Progress

Jake’s House & Edelman Canada

Best of the Best: Communications for the Web

Website Transformation Project

Strategic Communications Team, NSW Public Service Commission

Best of the Best: Publications

Reaching The Frontline Benchmarking Research Report

Sia Papageorgiou FRSA, SCMP and Leanne Franco, Centre for Strategic Communication Excellence

Best of the Best: Special and Experiential Events

Increasing community immunity through a Vax-a-thon Event

Communications & Public Affairs Team, Fraser Health

Best of the Best: Marketing, Advertising and Brand Communication

Alectra Utilities 2020 Paperless E-billing Campaign

Corporate Communications Team, Alectra Utilities Corporation

The **Business Issue Award** also went to Alectra Utilities for the same paperless E-billing campaign. To encourage customers to switch to e-billing, Alectra partnered with a local food bank and committed to donate an amount equal to the dollar savings realized from new e-billing subscribers. More than 57,000 new subscribers were enrolled, resulting in ongoing annual savings over \$600,000 for the company, and a \$200,000 donation to Feed Ontario, providing much needed relief to those struggling economically during the pandemic.

2022 Best of the Best 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.

Centre for Strategic Communication Excellence

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

Narrative

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

PartnerComm, Inc.

Corporate Communication Department of the Year

Avnet

Not-for-Profit Communication Department of the Year

RTOERO

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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.