



International Association of Business Communicators

FOR IMMEDIATE RELEASE

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2019 IABC Gold Quill Special Award and “Best of the Best” Winners Announced

San Francisco, CA, April 9, 2019 – Today, the International Association of Business Communicators (IABC) announced the Special Award and “Best of the Best” winners in the 2019 IABC Gold Quill Awards program (#IABCGQ).

The Special Awards and the “Best of the Best” were awarded to a global selection of communication practitioners, teams and agencies this year. The selections were made following extensive review by more than 250 evaluators of more than 600 Gold Quill Awards entries.

These winners will be recognized along with all 2019 Gold Quill Award winners the Excellence Gala, to be held on Tuesday, 11 June, as part of the 2019 IABC World Conference in Vancouver.

“The IABC Gold Quill Awards celebrates extraordinary communication by recognizing innovative, strategic work that delivers significant business results,” said Gabrielle Loring, chair of the awards committee. “Experienced, trained communicators from around the world rigorously review the entries measuring them against IABC’s 7-point scale of excellence and ensuring alignment with [IABC’s Global Standard](#).”

“Each year I am incredibly impressed by the work of the Gold Quill winners and this year is no exception,” said Stephanie Doute, CAE, executive director of IABC. “Gold Quill Award winners demonstrate a mastery of all elements of strategic communication and have measurable business results to prove their success. Congratulations to all of this year’s winners on your excellent work and on being recognized among the best communication professionals globally.”

2019 Special Award Winners

Jake Wittmer 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.

Building Builder’s Strategic Communication Excellence from Research

Mari Lee

DevCom

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.

SGI “People Shouldn’t Disappear” Impaired Driving Awareness Campaign

Kelley Brinkworth

Saskatchewan Government Insurance

2019 “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 3: Human Resources and Benefits Communication

RBC myBenefits Launch

Jeff Pekar

Willis Towers Watson

Best of the Best, Category 5: Safety Communication

Cybersecurity Awareness Month: Getting Cyber Savvy

Laurie Stewart

Ryerson University

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

Tetley Super Tea Break

Melissa Retty

Craft Public Relations

Best of the Best, Category 8: Customer Relations

Elephant in the Room

Mari Lee

DevCom

Best of the Best, Category 9: Media Relations

Flying High at YVR

Brock Penner

Vancouver Airport Authority

Best of the Best, Category 16: Nonprofit Campaigns

Centennial Celebration Week

Jennifer Benito-Kowalski

Save the Redwoods League

Best of the Best, Category 22: Special And Experiential Events

Cashmere Collection 15th Anniversary

Deborah Weinstein
Strategic Objectives

Best of the Best, Category 25: Social Media Programs

iLobola Nge Bhubesi

Sylvester Chauke
DNA Brand Architects

Best of the Best, Category 26: Publications

Leap Magazine

Phoebe Dey
The Alberta Cancer Foundation

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About the International Association of Business Communicators

With 10,000 members and more than 100 chapters worldwide, the International Association of Business Communicators (IABC) is the only global association that connects business communication professionals with the people and insights needed to drive business results. Founded in 1970 and supporting professional communicators at the heart of every organization, IABC serves the collective disciplines of business communication professionals through professional development offerings, certifications, awards and recognition programs, online resources, *Communication World* magazine and the annual World Conference.