



International Association
of Business Communicators
Pacific Plains Region

SILVER QUILL AWARDS

With 25 categories that align with IABC's Gold Quill Awards, the 2021 IABC Pacific Plains Region Silver Quill Awards provide an opportunity for communication professionals from the region to compete and be recognized for their communication excellence, and provides an opportunity to level up to Gold Quill after receiving feedback at the Silver Quill level.

Rather than being judged against one another, all entries are evaluated on their own merits using the same criteria as IABC's Global Blue Ribbon Panel.

A few reasons why you should enter:

- Showcase your innovation, talent and strategic thinking
- Fine-tune your skills with expert feedback from senior professionals
- Gain peer recognition for your excellence in professional communications
- Enhance your personal reputation and gain credibility for your communication program
- Build your resume with a portfolio of work that opens doors to new opportunities

WHAT TO ENTER

- Work implemented, published, or broadcast between January 1, 2020 and the day of submission.
- Entries may be large or small projects from in-house, non-profit, corporate, government, and educational departments, agencies, consultants, or sole practitioners.
- Multiple entries per entrant are welcome.

ENTRY DEADLINES

DEADLINE:

October 22, 2021
at 11:59 PM (PDT)

LATE DEADLINE:

October 29, 2021
at 11:59 PM (PDT)

ENTRY GUIDELINES

CONTEST DETAILS

ENTRY DEADLINES AND FEES

Entrant Category	Deadline October 22, 2021	Late Deadline October 29, 2021
IABC Member	\$170	\$200
Non-Member	\$210	\$255
Student	\$65	\$90

JOIN AND SAVE

If you're not an IABC member, save money and become a member today! It's easy – just visit www.iabc.com/membership for more information on the benefits of IABC membership.

CELEBRATE YOUR EXCELLENCE

This year, to keep us all safe and socially distanced, we'll be virtually celebrating — in other words, we'll be using virtual tools and fun interaction to celebrate our winners' real achievements! Watch for more information on the IABC Pacific Plains Region Silver Quill Celebration soon. Plans are to host the event in October.



THE RULES

- Work must have been implemented, published or broadcast between January 1, 2020 and the day of submission.
- You must upload your entry and pay the entry fee before the deadline. To be eligible for judging, you must upload your entry and pay the entry fee before the deadline.
- Work plans for Divisions 1, 2 and 3 are limited to four pages using a font size no smaller than 10 points and margins no less than 0.5 inches. Plans must be submitted in PDF format. A work plan template is available to [download](#).
- Rather than submitting a work plan for Division 4: Communication Skills, you will need to fill in the additional questions that will appear on the online entry form. You will find a preview of these questions in the "Four Steps to Entering" section of this call for entries.
- If you are a consultant and your work was done for a client, you must include a client permission letter for your entry, or it may be disqualified. A sample permission letter is available to [download](#).

ENTRIES MAY BE DISQUALIFIED IF

- The work plan exceeds four pages.
- Any element of the project violates the [IABC Code of Ethics](#).
- It's obvious the entrant did not play a role in the project.
- The entry depends mainly on syndicated, borrowed, reprinted or stock material.
- The electronic files contain viruses, or disable or require disabling of any part of the computer system used during evaluation.
- Evaluators cannot view work samples using the instructions provided.
- The entrant's name on the online entry form does not match the name on the work plan.

STUDENT ENTRIES

- A student or group of students may enter work created while attending school full-time or part-time while working towards 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 IABC member or non-member.
- Professors, lecturers, or advisers may not enter on behalf of a student.
- For student categories, eligible submissions may include work produced for educational courses, an internship, or commercial and noncommercial activities, including work for an IABC chapter or region.

ENTRY PREPARATION RESOURCES

A great starting point is to review the “Four Steps to Entering” included in this call for entries. Since the Silver Quill Awards are aligned with IABC’s Gold Quill Awards, you may also visit the [resources page](#) at the Gold Quill Awards website where you will find:

- The “How To Guide” for each division — a detailed guide on how to craft your entry to best showcase your work.
- Award winning examples for each division.
- Score sheets for each division, so you can see exactly what the evaluators will be looking for in winning entries.

WHEN PREPARING YOUR WORK PLAN, ASK YOURSELF

- Does this work plan show how the project or program was strategically planned and implemented?
- Does it provide enough information for an evaluator (who may be from another country and/or not familiar with the campaign) to understand what took place?
- Does it show how the project or program helped the organization?
- Does it contain measurable objectives?
- Does it cover all of the important points and does it tell a compelling story?
- Could your plan be used to show others what works?



JUDGING AND WINNING

HOW ENTRIES ARE JUDGED

- Senior professionals with previous judging experience will review your entry and provide you with solid feedback.
- Silver Quill entries are judged online. Evaluators receive training in how to apply rubrics to score entries and provide constructive feedback to improve the entry or the program.
- After the competition, you will receive feedback from the judges, regardless of whether your entry scores high enough to receive an IABC Silver Quill Award.
- Overall, an award-winning project is one that:
 - Demonstrates strategic thinking by setting clear objectives in support of business goals and shows an understanding of the target audience.
 - Contributes value and measurable benefits to the organization with strategically creative and effective communication.
 - Measures the outcomes of the communication program to prove that it successfully achieved its stated goals.

SCORING AND EVALUATION CRITERIA

Evaluation is based on IABC's Global Seven-Point Scale of Excellence for strategic planning and execution:

- 7— Outstanding:** an extraordinary or insightful approach or result
- 6— Significantly better than average:** demonstrates an innovative, strategic approach, takes all elements into account and delivers significant results
- 5— Better than average:** demonstrates a strategic approach and aligns the communication solution with the business need to deliver meaningful results
- 4— Average:** competent approach or results, professionally sound, and appropriate
- 3— Somewhat less than satisfactory:** several key elements that are critical to the strategy or execution are missing, incorrect, or underrepresented
- 2— An inadequate approach or result:** a significant number of critical elements are missing
- 1— Poor:** work that is wrong or inappropriate
- 0— Incomplete:** work that completely neglects to include crucial information

Rubrics for each division define the characteristics of work meeting each score. Marks of zero, one, or seven are rare. Half points may be awarded.

HOW DIVISION SCORES ARE WEIGHTED

Divisions 1, 2 and 3 — Communication Management, Communication Research and Communication Training and Education: 50 percent of the score is based on the work plan and 50 percent of the score is based on the work sample(s).

Division 4 — Communication Skills: The score is based on the work sample's creativity, professional execution, and alignment.

Student Entries: 35 percent of the score is based on the work plan and 65 percent of the score is based on the work sample(s).

ENTRY SCORE LEVELS FOR AWARDS

- **Award of Merit** — Any entry that scores between 5.0 and 5.49
- **Award of Excellence** — Any entry that scores 5.5 and above
- The best entry in each division will receive the **Best of Division Award**, and the best overall entry in the competition will also receive the **Best of Show Award**.

QUESTIONS

Selecting the right category can be integral to your success. If you are unsure or need help with your entry, please contact us for assistance at info@iabcppr.com.

FOUR STEPS TO ENTERING

STEP 1: CHOOSE YOUR CATEGORY

Choose from 25 categories in four divisions: Communication Management, Communication Research, Communication Training and Education, and Communication Skills.

- Be sure the category is appropriate for your entry. Categories help the judges assess whether the entry achieved its goals. Judges recognize that some entries fit in several categories and may permit latitude in such cases. However, if your entry is clearly submitted to the wrong category, you may be disqualified, and your entry fee will not be returned.
- You may enter multiple categories within one division or across divisions. While the same project, or parts of a project, may be submitted in different categories, you should create a distinct work plan for each entry. You may submit as many entries as you wish, but separate entry fees apply for each entry.

STEP 2A (For Divisions 1, 2, and 3 Entries): WRITE YOUR WORK PLAN

The work plan describes your project's communication program, how it was developed, and what you intended to achieve. Create a tailored work plan for each entry.

List the following information at the top of your work plan:

ENTRANT: This must be the name of one person who was principally responsible for the development, management and execution of the entry. The entrant's name on the online entry form must match the name on the work plan. Failure to comply with this requirement may result in disqualification.

DIVISION/CATEGORY: List the division/category that accurately reflects the work being entered (i.e., Division 1: Category 1 – Internal Communication).

ORGANIZATION: List the name of the organization the entrant represented while the project was being implemented. If this was a collaborative project, multiple organization names may be included.

ENTRY TITLE: Choose a title that effectively represents the work being entered.

ENTRANT'S ROLE: Describe the entrant's role in the project being entered.

TIME PERIOD: Specify the time period when the communication project took place. Only work implemented, published or broadcast between January 1, 2019 and the day of submission is eligible. It must be work that has not already won a Silver Quill Award in the category being entered. If the entry is a multiyear campaign/program, only the materials related to the measurable (and/or achieved) results documented for this time period will be considered. An entry may be resubmitted if it meets the proper time period noted above and was not a winner in the same category in the previous year.

YOUR TEAM MEMBERS' NAMES: List any team members (if applicable). Please note: Suppliers or partners who contributed significantly to an entry's creative should be acknowledged when winners provide additional names for recognition (i.e., photographers, graphic designers, etc.).

PROJECT DESCRIPTION: Briefly describe your entry in one or two sentences. If your submission wins an IABC Silver Quill Award, this summary may be used at the award presentation and in various communications.

Organize your work plan with the following headings:

1) BUSINESS NEED OR OPPORTUNITY

- Explain the business and communication environment including specific challenges that have occurred.
- Align the communication/research/training opportunity and the business need by explaining how the project helped the organization.
- Use research to substantiate the need and inform the direction of the communication strategy.

2) STAKEHOLDER ANALYSIS

- Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinions, motivations or issues.
- Include audience research that identifies characteristics, mind-sets, preferences and needs of the audience to provide insight to the strategy.
- Discuss how relevant factors will influence the communication strategy and tactics.

3) GOALS AND OBJECTIVES

- Distinguish between goals, objectives, tactics and an approach to the issue.
- Align the communication goal and objectives with the business need.
- Establish measurable, relevant objectives that are stated as communication outcomes.
- Align objectives with the stakeholder analysis and the business need.
- Ensure that objectives will produce an effect on the stated business needs.

4) SOLUTION OVERVIEW

- Demonstrate strategic thinking by clearly explaining how the business needs, audiences and objectives are aligned with the strategic and/or creative approach, tactics, vehicles, media, and communication channels.
- Demonstrate that the audience analysis was taken into account when developing key messages for each group identified.
- Provide an executive summary of the tactical execution plan listing the audience, tactics and timeline.
- Demonstrate that the communication solution is aligned with the business needs.
- Ensure your work plan refers to your work sample(s) and assists the evaluators in navigating through your entry and finding the samples that best illustrate your work.

5) IMPLEMENTATION AND CHALLENGES

- Provide a budget that seems reasonable given the organization and the scope of communication activities.
- Demonstrate that time and other resources were effectively used.
- Outline any challenges and demonstrate that they were effectively managed.
- Demonstrate consultation with stakeholders including presentation of the plan to management.
- Provide evidence of direct involvement in the project by the entrant.

6) MEASUREMENT AND EVALUATION

- Align measurement with valid objectives.
- Demonstrate output-based results that measure increased volumes as an indicator of progress and/or outcome-based results that influence awareness, understanding, opinion, attitude, behaviors or business results.
- Provide a thorough evaluation that supports the results.



STEP 2B (For Division 4 Entries): FILL IN THE ADDITIONAL QUESTIONS

You do not need to complete a detailed work plan for the Communication Skills division. Instead, you will need to complete the additional questions that appear on the online entry form which will be submitted along with your work sample(s). The form fields provided for answering the questions have character limits as stated below, so keep your answers concise.

Additional entry form questions for the Communication Skills Division:

- Describe your organization and project. (800-character limit, including spaces)
- Why was this project undertaken? (600-character limit, including spaces)
- Who was the audience for this project? What do you know about the audience? (600-character limit, including spaces)
- List up to three key measurable objectives for the project. How well did the project meet the objectives? (600-character limit, including spaces)
- List up to three key messages for the project. (600-character limit, including spaces)
- Describe the resources (budget, time, others) available for the project and how effectively they were managed. (600-character limit, including spaces)

STEP 3: PREPARE YOUR WORK SAMPLE

Preparing a work sample is like preparing a portfolio.

- Work sample elements demonstrate skill in strategic planning and execution.
- When evaluators review your work sample, they will look at it as objectively as possible through the eyes of your stated intended audience(s) and take the overall strategy into account.
- Some entrants simply provide the creative samples, and while that's okay, the work sample scoring is split into four sections, so take these into account when preparing yours:
 - Stakeholder alignment and impact
 - Alignment with objectives and strategy
 - Professional execution
 - Overall quality
- Judges will look for a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and creative samples.
- The work sample is scored separately from the work plan, but it's hard for a sample to get a high score if the plan didn't score well. The work sample should represent the full scope of your work. Make sure that the material in your work sample matches the material described in your work plan.

How to select a representative sample of your work:

- Judges don't need to see every media clip or a full research report (unless you are entering in the Communication Research division). Be selective: for larger communication programs, pick the examples (clips, photos, etc.) that best represent your entry, rather than including every item.
- Remember 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. Also, keep in mind that large files are difficult to upload and download, so condense the file size as much as possible. The maximum file size for work sample files is two GB and a maximum of five work sample files are allowed per entry.

FOR ENTRIES IN DIVISION 1, 2 OR 3 CATEGORIES:

The work sample should include a sample of all project elements so that evaluators can review the material and determine how well it's aligned with the work plan. This might include a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and sample material such as brochures, print or electronic ads or media clips, screen captures of or a link to a website, PowerPoint presentations, scripts, publications or specific material referenced in your work plan.

FOR ENTRIES IN DIVISION 4 CATEGORIES:

The work sample should include a copy of the product entered in the competition and any supporting information such as budgets, research, media plans, scripts, creative rationale, focus tests, and post campaign tracking information or other elements. Be sure to show individual pieces such as writing or photography samples in the context in which they were used, not just individually.

How to represent your scope of work in various media:

VIDEO: Submit your entry in either m4v, mp4 or wmv formats, no larger than two GB each.

PUBLICATIONS (PRINT OR ELECTRONIC):

Submit three consecutive issues in PDF format as one entry. For semiannual publications, submit both issues. For annual publications, including annual reports, submit one issue.

Indicate the frequency of the publication (i.e., monthly, quarterly, semiannual) in your work plan.

NON-DIGITAL MEDIA: For large and heavy items (i.e., displays, billboards, sculptures), upload color photographs with descriptions (in PDF format).

PHOTOGRAPHY: Submit your entry in the context in which it was used. For print media, submit a PDF of the spread or story in which the photograph(s) appeared. For photos used in displays or bulletin boards, or other cases where size is prohibitive, submit a digital photograph of the entire project and one close-up photo.

WORK SAMPLES SHOULD NOT BE RESTRICTED TO MERELY AN ELECTRONIC VERSION OF A PRINTED PIECE. For example, in the case of graphic design submissions, you could include photos of the piece that illustrate intricate folds or other nuances that may be lost in an electronic format. (Of course, you should also clearly demonstrate how any such special design features were a part of the creative solution in your work plan. Remember, your entry is not being judged solely on its artistic merit, but rather on its ability to successfully meet the stated business need or opportunity.)



PROGRAMS AND CAMPAIGNS: Submit a complete, concise entry. Enclose a representative electronic sample of multiple program elements, including digital photographs of outsized or bulky items.

WRITING SAMPLES: Provide a tear sheet or other evidence of use. For recurring features or a recurring column (Category 27: Writing), create PDFs for three different samples to support your single entry.

STEP 4: UPLOAD YOUR ENTRY AND SUBMIT PAYMENT

You must upload, pay the registration fee in full, and submit all entries before or on the deadline in order for them to be eligible for evaluation.

PAY FOR YOUR ENTRY USING A CREDIT CARD OR PAYPAL ACCOUNT THROUGH THE ONLINE ENTRY WEBSITE.

- You should set up all of your entries and then click checkout once you are ready to make one payment for all your entries.
- After you have entered all of our payment information, click the “process” button to complete your payment.
- Once your payment has been processed, you will receive an email confirming your submission(s) and payment.

SUBMIT YOUR ENTRIES ONLINE AT <https://bit.ly/PPRSilverQuill>.

- You must first register for an account. The registered individual will automatically become the entrant for any entries submitted by that account.
- If you are an IABC member, be sure to designate that as your “Entrant Type” and provide your IABC membership number when you register your account at the online entry website.
- Fill out the online entry application form for each of your entries. Please note that there are four parts to the application:
 - IABC Code of Ethics Eligibility
 - Entrant and Entry Information
 - Team Members
 - Confirmations and Uploads
- If your work sample content is available online, provide the URL (and screen shots of the website, if you desire) in a PDF document and upload it as your work sample. For any hyperlink you submit, the URL must be functioning for the judges to review your sample.
- After uploading your files, you will be able to review your entry for accuracy and make any necessary changes before submitting payment.
- Continue to submit any additional entries.



DIVISIONS AND CATEGORIES

The 2021 IABC Pacific Plains Region Silver Quill Awards are based on the parameters of IABC's Gold Quill Awards. They are divided into four divisions and 25 categories. You may enter more than one category with your entry; however, evaluators recommend that you tailor your entry to suit the specific requirements of each category.

The IABC Awards Committee has updated the categories and descriptions for the IABC Gold Quill Awards. These changes:

- Better reflect modern-day communication channels, especially where technology is concerned.
- Make sure the descriptions correctly identify the types of projects that should be entered for the particular category.
- Make it easier for the entrant to pick the correct Skills Division category.

NEW category for 2021: Covid-19-related programs.

Note for student entrants — *The stand-alone student categories have been folded back under the main categories for 2020. That doesn't mean that students can no longer submit an entry for the Gold Quill Awards — you absolutely can, and should simply select the appropriate topic category. Beginning this year, student entries will be reviewed by evaluators with academic experience — part of our goal to encourage more student participation. These evaluators are skilled in viewing and providing valuable feedback for student campaigns.*

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.)

Category 1: 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

- Includes integrated campaigns

Category 2: 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 3: 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 4: CHANGE COMMUNICATION

- Communication strategies that support organizational change
 - May be directed at internal or external audiences, or integrated campaigns
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Category 5: SAFETY COMMUNICATION

- Programs or strategies that focus on improving awareness, understanding and behaviors related to safety and security issues within an organization
 - May be directed at internal or external audiences, or integrated campaigns
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Category 6: 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
 - Strategies may include tool kits with speaking notes, videos, games or other tools that help leaders communicate a specific topic, and special publications with information and support for leadership communication
-

Category 7: MARKETING, ADVERTISING AND BRAND COMMUNICATION

- May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and are generally delivered through a variety of communication vehicles and channels
- Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences
- 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)
- Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services
- May be directed at internal or external audiences, or integrated campaigns

Category 8: **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 9: **MEDIA RELATIONS**

- Strategies or ongoing programs that use the news media (includes print, online and/or broadcast) 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 10: **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
 - Supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material
-

Category 11: **GOVERNMENT RELATIONS AND PUBLIC AFFAIRS**

- 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 12: **GOVERNMENTAL COMMUNICATION**

- 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 13: **FINANCIAL COMMUNICATION AND INVESTOR RELATIONS**

- 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
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Category 14: **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 preventive 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
- May be directed at internal or external audiences, or integrated campaigns

Category 14B: **COVID-19 RESPONSE & RECOVERY MANAGEMENT AND COMMUNICATION**

- COVID-19-related programs targeted at external and/or internal audiences that address crisis, business continuity or issues or attitudes that have a significant impact on an organization, such as shuttering/re-opening businesses, furlough/layoff staff, redesigning business operations
- Programs may demonstrate both proactive planning and preventive action during the pandemic and/or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization

Category 15: **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, health, cultural preservation, and indigenous and heritage protection
- May be directed at internal or external audiences, or integrated campaigns

Category 16: **NONPROFIT CAMPAIGNS**

- Programs recognizing the particular challenges of the nonprofit sector
- May include multiple internal or external audiences
- Promotes 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
- May be directed at internal or external audiences, or integrated campaigns

Category 17: **DIVERSITY AND INCLUSION**

- Campaigns or programs of work aimed at building a culture of inclusion for an organization, with internal or external stakeholders (or both)
- Entries must focus on the communication elements of D&I programs, which could include specific topic-based initiatives, special events or wider organizational strategies to advance D&I aims

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.

Category 18: 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 stakeholder analysis, competitive benchmarking, secondary research related to best practices, program or product test markets, and reputation or brand studies

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:

- Alignment of learning outcomes to goals and objectives
- Alignment of assessments to specific learning outcomes
- Theories and practices of educational excellence
- Impact outside the classroom

Category 19: COMMUNICATION TRAINING AND EDUCATION

- Training or educational programs delivered to an internal or external audience that help to improve their communication competencies
- For internal audiences, this 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
- For external audiences, this may include presentations for conferences, university classes, seminars or workshops, as well as media and executive coaching

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.

Category 20: SPECIAL AND EXPERIENTIAL EVENTS

- Planning and execution of a special or experiential event for an internal or external audience
- For internal audiences, this 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
- For external audiences, this may include conferences, workshops, anniversaries, official openings, product launches, road shows and customer events

Category 21: COMMUNICATION FOR THE WEB

- Online communication vehicles that are produced for internal or external audiences
- Electronic and interactive communication channels such as websites, intranets, online stores and microsites

Category 22: AUDIO/VISUAL

- Communication vehicles for internal or external audiences, and using sound, images, video, apps, film, slides, CDs or a combination of these elements
- May include webinars, video, audio, podcasts, PowerPoint or other presentations, infographics, and interactive content and film. Does not include advertising commercials or websites

Category 23: SOCIAL MEDIA

- 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 Twitter, LinkedIn, Facebook, Instagram and Snapchat, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube and Flickr, enterprise social networks such as Yammer, Slack and Jive, and virtual networking platforms

Category 24: PUBLICATIONS

- Publications produced for internal or external audiences in all formats, including hard copy and electronic, including online publications
- May include magazines, blogs, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, and similar material

Category 25: WRITING

This category includes writing in both print and electronic formats, includes online writing and blogs:

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, internet, 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, perform an action, 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



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