

IABC BRONZE QUILL AWARDS

IGNITE



Chicago

**2017
CALL FOR
ENTRIES**

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IGNITE YOUR CAREER

Chicago is renowned for its many superlatives: stunning architecture; long-suffering (and finally vindicated) sports fans; unapologetic work ethic, and of course, stellar communicators.

IABC Chicago is the oldest chapter in the world with an unparalleled legacy in the communications industry. We are proud to say we befriend, support and develop business communicators across the spectrum. From internal to external communicators, advertisers and marketers to public relations experts, IABC Chicago continues to encourage, uplift and recognize these talented professionals as Bronze Quill Award winners each year.

Winning a 2017 Bronze Quill award can enhance your credibility within the industry and your organization. Whether your forte is communication management, research, training and education, or communication skills, we have 28 different categories that are sure to align with your campaign.

It is my honor, as IABC Chicago Awards Director, to invite you to enter your best campaign in one or more categories for the 36th annual Bronze Quill Awards. Be recognized by your peers, build relationships, and ultimately, set the stage to ignite your career.

Sincerely,

Courtney Jurick

Courtney Jurick

2017 IABC Chicago Awards Director

DEADLINE & ENTRY FEES

**Contest Opens:
Friday, April 21, 2017**

**Late Deadline:
Monday, May 22, 2017**

(Midnight, Central Time)

DEADLINE	May 12, 2017	LATE DEADLINE:	May 22, 2017
MEMBER:	\$125	MEMBER:	\$140
NON-MEMBER:	\$150	NON-MEMBER:	\$175

WHAT WINNING MEANS

- Total points your entry receives will determine if you win an award. If you win, you will receive an award with up to two names engraved on it. You can order duplicate awards for your team members and clients separately.
 - Awards are not necessarily given in each category. The entry with the overall highest score will receive the 2017 Best in Show award.
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AWARDS RECEPTION

- You will receive your award at an awards reception held in September. Watch for more information. Winning entrants receive one complimentary ticket to the awards reception
 - You can purchase additional tickets when those items go on sale
 - For more information, visit the awards section of the IABC Chicago website: www.chicago.iabc.com/awards
 - If you have questions or need additional information, contact: awards@iabcchicago.com
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OUR MISSION

- To provide career-long learning opportunities that give IABC Chicago members the knowledge and tools they need to facilitate strategic communication management in all communication disciplines
 - To share among our membership best practices, ideas and experiences that facilitate the development of ethical, efficient, and effective standards for our profession
 - To lead the way in ethical use of advanced information technology in the communication profession
 - To link with the Chicago metropolitan community to foster the understanding of strategic communication management and activities in organizations
-

SET YOUR SIGHTS ON GLOBAL FAME

- The IABC Chicago Bronze Quill Award is an IABC award for the Chicago metropolitan area
- The feedback received from this entry can be used to enhance future submissions to the IABC Pacific Plains Silver Quill Award (regional) and IABC Gold Quill Award (international) programs
- For questions about this process, contact: awards@iabcchicago.com

ABOUT THE AWARD

The IABC Chicago Bronze Quill Award credits the finest work from all communication disciplines—from marketing and public relations to writers and digital media experts.

- An award winning entry is one that demonstrates:
- A strategic thought process with clearly defined goals and objectives and an understanding of the audience
- Measurable results against those objectives
- A value-added contribution to the client or organization

The award solicits entries from internal departments, agencies and independent practitioners who wish to add credibility to their practice.

WINNERS RECEIVE:

- Recognition on the IABC Chicago website
- Personal satisfaction and recognition at work, among your peers and leaders



INTERESTED IN MEMBERSHIP?

Join IABC today and get membership pricing. visit: www.chicago.iabc.com/membership to find out more

ELIGIBILITY

Your work is eligible for entry if you:

- Submit your entry and pay the fees before the deadline
- Include work that was produced and measured in the 2016-17 time period. You may also submit work produced before 2016 if the work and/or the measurement extended into 2016
- Have not previously won an IABC Chicago Bronze Quill Award for the work
- Have written permission (applies to consultants and agencies)
- Include both a work plan and samples that meet the designated criteria
- Conform to IABC's Code of Ethics, which can be found at: www.iabc.com/about-us/governance/code-of-ethics/

HOW TO ENTER

There are four basic steps to completing an entry.

STEP 1

Division + Category

The 2017 Bronze Quill Award has four divisions and 28 categories. Be sure to carefully read the division and category information before preparing your entry.

STEP 2

Begin Your Entry

Follow the guidelines in writing your work plan. If you enter more than one division or category, be sure to provide separate work plans for each entry and to tailor your entry to each division and category you enter.

STEP 3

Prepare Work Samples

This is the supporting material for your work plan.

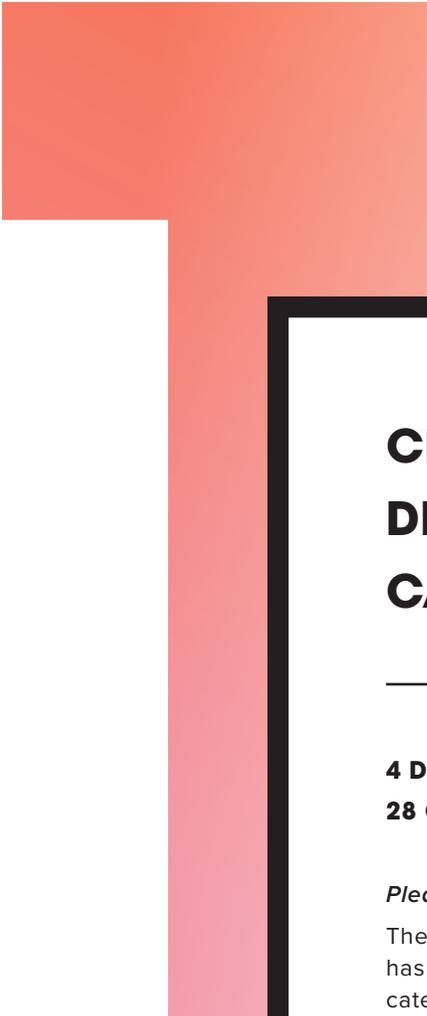
STEP 4

Submission + Payment

Visit us online at: iabc.awardsplatform.com for submission and payment when your materials are ready to go

ELEMENTS OF AWARD-WINNING ENTRIES INCLUDE:

- Clear objectives supporting business/organizational goals and a clearly demonstrated understanding of target audiences
- Creative and effective communication strategies and activities that bring value and benefits to an organization
- Measurement of the outcome of the communication program against the stated objectives/goals



DIVISION 01 //
COMMUNICATION MANAGEMENT

DIVISION 02 //
COMMUNICATION RESEARCH
MANAGEMENT

DIVISION 03 //
COMMUNICATION TRAINING &
EDUCATION

DIVISION 04 //
COMMUNICATION SKILLS

CHOOSE YOUR DIVISION & CATEGORY

**4 Divisions,
28 Categories**

Please take note:

The 2017 Bronze Quill Award has four divisions and 28 categories. Be sure to carefully read the division and category information before preparing your entry.

The divisions and categories help the judges assess whether your entry achieved its goals. If the judges identify that your entry is clearly submitted to the wrong category, you may be disqualified, and your entry fee will not be returned.

The judges recognize that some entries fit in several categories and may permit some latitude in such cases. Keep in mind that there are no limits to the number of awards in each category and that awards are not necessarily given in each category.

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, from governments to retail companies to services such as utilities and health care. 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. (Note: 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

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 both

CATEGORY 5: SAFETY COMMUNICATION

- Programs or strategies that focus on improving awareness, understanding and behaviors related to safety issues within an organization

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
- Tactics may include tool kits with speaking notes, games or other tools that help leaders communicate a specific topic, and special publications with information and support for leadership communication

DIVISION 1

CATEGORY 7: MARKETING, ADVERTISING & BRAND COMMUNICATION

- May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels
- Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services
- 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)

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 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
- Tactics and supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

CATEGORY 11: GOVERNMENT RELATIONS

- 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: FINANCIAL COMMUNICATIONS

- 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, and marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders

DIVISION 1

CATEGORY 13: 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

CATEGORY 14: CORPORATE SOCIAL RESPONSIBILITY

- Programs or strategies that communicate social responsibility and encourage positive actions while building awareness, 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

CATEGORY 15: SOCIAL MEDIA PROGRAMS

- 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, and Facebook, democratized content networks such as wikis and message boards, content-sharing sites such as You Tube and Flickr, and virtual networking platforms

CATEGORY 16: GOVERNMENT COMMUNICATION PROGRAMS

- 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 17: NON-PROFIT 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

CATEGORY 18: COMMUNICATION MANAGEMENT, STUDENT ENTRY

- Entries to any category in this division submitted by a student

DIVISION 2

COMMUNICATION MANAGEMENT

Entries in this division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that's integral to success throughout the career of a communication professional.

CATEGORY 19: 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 audience 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 senior communicators in developing and delivering workshops, classes, seminars, or training that educates an audience about any aspect of the communication progression. This division includes all communication disciplines and professional competencies.

CATEGORY 21: INTERNAL COMMUNICATION TRAINING

- 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

CATEGORY 22: COMMUNICATION TRAINING & EDUCATION, STUDENT ENTRY

- Entries to any category in this division submitted by a student

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.

CATEGORY 23: SPECIAL EVENTS

- Planning and execution of a special 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 24: DIGITAL COMMUNICATION

- Computer-based communication vehicles defined as the end product that are produced for internal or external audiences and rely on a digital communication channel for delivery
- Electronic and interactive communication channels such as websites, intranets, online stores, blogs, podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms
- May also include electronic newsletters, electronic annual reports, special publications, CDs or DVDs, e-cards, banner ads, buttons, pop-ups and similar material
- Generally one-way communication that offers published content online

CATEGORY 25: AUDIO/VISUAL

- Communication vehicles produced using sound, images, video, film, slides, CDs, or a combination of these elements
- May include video, audio, PowerPoint or other presentations, and films (does not include advertising commercials)

CATEGORY 26: PUBLICATIONS

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

DIVISION 4

CATEGORY 27: WRITING

This category includes writing in both print and electronic formats.

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, standalone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, 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 or to purchase goods or services
- May include commercials, advertising, marketing or sales promotion material, advertorials, and writing for the Web

Nonprofit:

- 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

CATEGORY 28: COMMUNICATION SKILLS, STUDENT ENTRY

- Entries to any category in this division submitted by a student

BEGIN YOUR ENTRY: HOW TO ENTER DIVISIONS 1-3

**There are two key elements
to your entry: the work plan
and the work sample.**

THE WORK PLAN...

is an executive summary of your communication strategy. If you're entering the same program or elements of the program in multiple categories, be sure to tailor your work plan so it fits each category.

Your entry should:

- Describe the context for your program or project
- Clearly state the communication challenge or opportunity
- Provide an analysis of your target audiences
- Demonstrate high-level goals and measurable objectives stated as outputs or outcomes
- Provide insight into your strategic approach
- Highlight your budget
- Provide an abbreviated tactical execution plan
- Discuss any challenges that you faced during planning and execution
- Demonstrate collaboration with stakeholders, if appropriate
- Provide measurable, meaningful results that are aligned with your stated objectives and audience and business needs
- Ensure your work plan references your work sample, assists the evaluators to navigate through your entry and find the examples that best illustrate your work

THE WORK SAMPLE...

is the supporting material that illustrates how you planned and implemented your communication program. It can include video and audio files, PDFs, magazines, brochures, and website links. Your work sample should represent the full scope of your work. However, bear in mind that evaluators have limited time to review your submission—a well-organized work sample that demonstrates the very best of your efforts will score higher than an overwhelming number of items that evaluators can't sort through.

Organize and condense your work sample to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.



PREPARE YOUR WORK SAMPLES

The work samples are the products you created from your research, are audience appropriate and served as the mechanism for your measurable results.

Not all materials are worthy of submission. Be sure to select the best work and be creative with your submission strategy. For example, don't just submit a photo or proof of a button that was created for an event. Submit photos or video of people wearing the button at the event. Prepare your submissions by converting them to an applicable digital format. Our online system accepts almost any type of digital file: documents, PDFs, videos, digital images, Flash, and many others. URLs can also be listed. Please be mindful that all samples must be submitted digitally. No physical items will be accepted. Samples will not be returned. If the materials are proprietary, please indicate this in the space provided when submitting your entry on line. Your materials will be held on file until the end of the board year, then eliminated.

ADDITIONAL TIPS:

Indicate the frequency of publication (weekly, monthly, quarterly, semi-annually, annually) in your summary.

For semi-annual publications, submit both issues. For annual publications, submit one issue.

Photography - Describe the context in which photographs were used.

Print Media - Submit the spread or story in which the photograph appeared. For photos used in displays, bulletin boards or other cases where size is prohibitive, submit multiple photos of the display. Be sure to highlight your work.

Writing Categories - Submit a tear sheet or other evidence of use during the year.

ONLINE SUBMISSION & PAYMENT

Create your online profile at:
iabc.awardsplatform.com

Look for an email with your login and password information. Once your account is set up, you can submit your work plan and all related samples (including video).

Payment can be completed through the website. Entries will not be judged if full payment has not been received by the deadline. You will receive a confirmation email once your submission has been completed.

We make it easier than ever! Entries can be made over a period of time. There's no need to worry about submitting all of your entries at one sitting. Our online system allows you to save your work and pick up where you left off. You may return to the award entry site as often as needed. However, all entries and payment must be submitted by the final deadline. No entries will be accepted after that date.

JUDGING

Communication professionals from other IABC chapters, who meet specific criteria for experience in various communication capacities, will judge your entry. Bronze Quill Award entries are scored using a seven-point global scale of excellence, also used in the Gold Quill Award and Silver Quill Award programs. Entries must receive a score of 5.25 or higher to receive an Award of Merit and entries scoring 5.75 or higher receive an Award of Excellence.

Most entries include a work plan providing the strategic overview of the program or initiative and a work sample showing some of the actual work completed. Scores for Communication Management entries are based equally on the work plan and the work sample.

For entries in Communication Skills, the score is based on the work sample's creativity, professional execution, and alignment to a higher-level campaign or initiative. For more information on how entries will be judged and scored, visit the IABC Gold Quill website at:

www.gq.iabc.com/how-to

ABOUT IABC CHICAGO

IABC Chicago links organizational/business communicators to a global network of communication professionals who develop, establish, and adhere to the highest professional standards to quality and innovation in organizational/business communication. We aim to be the association of choice for professionals in all communication disciplines to foster understanding and respect toward integrating communication activities in organizations/businesses.

GOOD LUCK AND THANK YOU FOR YOUR HARD WORK

SCORES FOR COMMUNICATION MANAGEMENT ENTRIES ARE BASED EQUALLY ON THE WORK PLAN AND THE WORK SAMPLE.

FOR ENTRIES IN COMMUNICATION SKILLS, THE SCORE IS BASED ON THE WORK SAMPLE'S CREATIVITY, PROFESSIONAL EXECUTION, AND ALIGNMENT TO A HIGHER-LEVEL CAMPAIGN OR INITIATIVE.

FOR MORE INFORMATION ON HOW ENTRIES WILL BE JUDGED AND SCORED, VISIT THE IABC GOLD QUILL WEBSITE AT:

www.gq.iabc.com/how-to/

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