

January 2012

IABC/Chicago Bronze Quill Awards

“How to Submit an Award-Winning Entry”

Presented by:

IABC/Chicago Bronze Quill Award Committee

Be Heard™

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

CHICAGO

Welcome!

- Thanks for joining this call!
- Today's Topics:
 - Bronze Quill Preparation: an Overview
 - Preparing Your Entry for Success
 - Judging – How Entries are Judged and What They look for
- Feedback is welcome
- Contact: awards@iabccchicago.com
- Thanks to our 2012 Bronze Quill Sponsors:
 - Towers Watson (<http://www.towerswatson.com>)
 - The ROC Group (<http://rocgroup.com>)

Panel Members

- **Justin Brunner**
 - Corporate Communications Specialist, Standard Parking
 - IABC/Chicago Bronze Quill Awards Program Director
 - Multiple Bronze and Silver Quill Award Winner
 - Judge for IABC Bronze Quill Awards
- **Rosanne Belczak, ABC**
 - Principal, Write Move Communications
 - IABC/Chicago Accreditation Director
 - 2011 Bronze and Silver Quill Award Winner
- **Joanne Kitsos, ABC**
 - Senior Consultant, Blue Cross Blue Shield Association
 - Multiple Bronze, Silver and Gold Quill Award winner
 - Judge for IABC Bronze, Silver and Gold Quill Awards

3

IABC/Chicago Quick Facts

- Open to both members and non-members of IABC
 - Offering Membership package this year
- Submission Deadlines:
 - Early Bird Deadline: Friday, February 10
 - Final Deadline: Friday, February 24
- Variety of Resources Available through website (<http://chicago.iabc.com/awards>)
- Winners are notified in late April and invited to our annual awards banquet.

4

Choose: 3 divisions and 27 categories

Communication Management	Government Relations	Human Resources and Benefits Communication
	Community Relations	Strategic Communication Process
	Customer Relations	Brand Communication
	International Communication	Special Events - Internal or External
	Media Relations	Social Responsibility
	Integrated Marketing Communication	Multilingual Communication
	Marketing Communication	Electronic and Digital Communication
	Issues Management and Crisis Communication	Social Media
	Employee/Member Communication	
	Communication Skills	Digital Communication/Marketing
	Audiovisual	Publications
Communication Creative	Publication Design	Outdoor / 3-D
	Other Graphic Design	Photography
	Interactive Media Design	Advertising / Conventional Media

5

Two Components: Work Plan and Sample

- All Entries must include a **work plan** and a **work sample**.
 - Both are critical to winning an award
 - Work plans must be thought through carefully
- Guidelines for work plans differ for each division. Details included in the Call for Entries brochure (<http://chicago.iabc.com/awards>)
 - Each division has specific work plan guidelines (length, etc.)
 - Basic outline is the same
- Same entry sample may be submitted to multiple categories
 - Work plan must be modified/created for each category

6

Successful Work Plan

- **Choose wisely!** Be selective when submitting projects. Not all are award-worthy.
- Be sure to include material for each of the six headings within the work plan (see Call for Entries)
 - Management and Skills follow same outlines
 - Creative has slightly different headings
 - Review Call for Entries for full explanation
- Be mindful of goals vs. objectives
 - One of the biggest “misses” in work plans
 - Ensure measurement and results reflect your objectives

7

Successful Work Plan (Con't)

- Be a storyteller (Is your story intact? Did you eliminate industry jargon? How thorough is your research? Does your plan tell 5W's and an H?)
- Use Gold Quill (the global award) standards to plan your projects.
- Strategy is key! (www.iabc.com/gq)

8

Judging: Who, What and How?

- Entries are judged by qualified IABC judges outside of the Chicago Chapter, to eliminate bias.
- Entries are judged on strategic execution, creativity and effectiveness in *responding to need*.
- The scores are weighted calculations, according to division:
 - Comms Mgmt 4 pg plan 50% plan; 50% sample
 - Comms Skill 3 pg plan 40% plan; 60% sample
 - Comms Creative 2 pg plan 25% plan; 75% sample
- Judging form examples can be found at:
<http://chicago.iabc.com/awards/judging>

9

Judging: Who, What and How?

- Two award levels: Award of Merit and Award of Excellence
- Entries with a final score of 5.25 - 5.74 receive a Bronze Quill **Award of Merit**
- Entries with a final score of 5.75 and above receive a Bronze Quill **Award of Excellence**
- For Division 1 and 2, work *samples* do **NOT** need to be showy, fancy, bulky or excessive
- Creative Division should include **BEST** samples
- **Strategic thought and execution is key!**

10

Tips for Success

- Ensure your entry meets the designated criteria
- Tell a well organized story
- Provide clear business need, a creative approach and tactical execution
- Make sure your *objectives* are “SMART” and outcomes match
- Ensure your outcomes are measureable (*example*: Objective met: X% of employees did Y action, resulting in \$Z savings)

11

Award Resources

- IABC/Chicago website offers entrants a variety of resources
- Webinar available for replay
- Examples of Award-winning Work Plans
 - Examples of winners in each division can be downloaded
 - Variety of industries available
 - More examples at www.iabc.com/gg
- Additional podcasts and videos at <http://chicago.iabc.com/awards/resources>
- Visit our FAQ page

12

Commonly Asked Questions

- How do I enter?
- How many times can I submit an entry?
- What is the difference between a goal and an objective?
- What if I worked on my project as a team or with an agency?
- I worked on a project last year, can I submit it?

13

Your Q&A

Questions?

14

Good Luck!!

Thank you!

- Contact us: awards@iabcchicago.com
- Web Resources:
 - <http://chicago.iabc.com/awards>
 - Call for Entry Brochure (visit link above to download)
 - <http://www.iabc.com/awards/gg/resources/> (for tips, award winning work plans, testimonials and case studies)
 - <http://chicago.iabc.com/awards/awards-faq/>
- Deadlines:
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