

**INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
2012 GOLD QUILL AWARDS PROGRAM: STUDENT DIVISION — CALL FOR ENTRIES**

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TOWERS WATSON 

2012 IABC Gold Quill Awards Call for Entries

Join us for the eighth annual IABC Student Gold Quill Awards, recognizing young talent, rewarding excellence and showcasing some of the best communication work from university students around the world.

Entering is a great way to display your skills to IABC's senior communicators and start a portfolio. The knowledge gained from entering an international competition also enhances your résumé.

The IABC Student Gold Quill Awards is not limited to IABC members; any university or graduate student who does not have significant professional experience may enter. We encourage students of communication, public relations, business, journalism, graphic design, marketing, advertising and other fields to enter.

All submissions must be **postmarked** by the deadline of **Friday, 10 February 2012**. Submissions should be sent to the student division coordinator:

Susan M. Johnston, ABC
It's Understood Communication
505 Forestlawn Road
Waterloo, ON N2K 3Y1
Canada
Phone: +1 519.513.9589
E-mail: sue@itsunderstood.com

If you have questions, send an e-mail to recognition@iabc.com.

Entry fees

US\$25 IABC student member
US\$40 Student non-member
US\$71 Join IABC and enter

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ABOUT THE STUDENT AWARDS

JUDGING

Entries are judged against a time-tested standard by a panel of senior IABC members. Judges evaluate students' critical thinking and tactical skills in identifying a communication need, creating and implementing a solution, and assessing results. Entrants will receive an evaluation of their submission, including feedback on strengths and areas for improvement.

RECOGNITION

Winners are recognized on IABC's web site, in IABC's bimonthly magazine *Communication World*, and at the annual Gold Quill Awards gala at the IABC 2012 World Conference in Chicago, 24-27 June 2012.

ELIGIBILITY

Entries should be original work done by a student or a group of students. Entrants must have been either full-time students at a college, university or other educational institution, or part-time students working toward a degree, during the time the entry was created.

Entries should reflect work performed in a student, not professional, capacity. Extensive communication experience or employment may disqualify you, even if you were enrolled as a student at the time of the project. The IABC Student Gold Quill Awards are meant to recognize the work of those about to enter the professional communication field. Professors or advisers may not enter on behalf of a student. If you have professional experience, please enter the professional IABC Gold Quill Awards (www.iabc.com/awards/gq).

Entries created for coursework, a club or volunteer association, an internship or other non-commercial activities are eligible for submission. Work done for IABC or the IABC Research Foundation at the international level is not eligible; however, work done for IABC chapters and districts or regions is eligible. Entries must be in accord with IABC's Code of Ethics. (See www.iabc.com or call IABC world headquarters toll-free at 800.776.4222 or +1 415.544.4700 outside the U.S. and Canada for details.)

DEADLINE FOR ENTRIES AND PAYMENT

The deadline for entries is **Friday, 10 February 2012**. All payment must be received and entries must be **postmarked** by this deadline. **Allow extra time when shipping across an international border** (and check customs requirements). Check with your postal service ahead of time if you are unsure of delivery timing. Mark "No Commercial Value" on exports.

ENTRY FEES

US\$25 IABC student members
US\$40 Student non-members
US\$71 Join IABC and enter

HOW TO ENTER

Carefully follow all the instructions below; **any entry that does not adhere to deadlines and specifications will be disqualified**. Entrants will be notified of disqualification, and the entry fee will not be refunded. For more details or for help with your entry, contact the student division coordinator listed at www.iabc.com/awards/gq/.

STEP ONE: PREPARE YOUR ENTRY

1. Entry form

- Choose an appropriate category for your entry from the list of student categories.
- Complete an entry form. Make two copies. Send the original with your payment to IABC world headquarters, send one copy with your entry to the student coordinator and keep one copy for your records. If you pay online, submit a copy of your confirmation e-mail as proof of payment with your entry.

2. Work plan

- Complete the work plan for your entry. For complete details, see page 8.
- Submit both an electronic copy on a CD or USB drive and a hard copy of the work plan. If you do not, your entry may be disqualified. Consider a pouch for your CD or USB drive, as contents shift in the mail. Make sure to label your CD or USB drive with the entrant's name, entry title and entrant's organization.

3. Work sample

- Assemble the work sample—the physical examples of the communication project. For complete details, see page 9.

STEP TWO: PAY ONLINE (PREPAYMENT IS REQUIRED)

- You may also pay online at www.iabc.com/awards/gq/.

STEP THREE: SEND IN YOUR ENTRY

- Include a copy of your valid student ID (or other proof of identity) for the time the entry was created.
- Include one copy of your completed entry form. (See the official student entry form on page 11.)
- Include one electronic copy (on CD or USB drive) and one hard copy of your work plan.
- Include your work sample. *Please note: Do not fax or e-mail work plans or work samples.*
- Send your entire package by **10 February 2012** (entries must be **postmarked** by this date) to the student division coordinator:

Susan M. Johnston, ABC
It's Understood Communication
505 Forestlawn Road
Waterloo, ON N2K 3Y1
Canada
Phone: +1 519.513.9589
E-mail: sue@itsunderstood.com

Note: Entries received at IABC headquarters will be disqualified and no refund will be given.

CATEGORIES

You may enter your project into as many categories as you wish, but separate fees apply for each entry.

CATEGORY 1 SOCIAL MEDIA/TECHNOLOGY

Social Media/Technology entries should demonstrate creative use of technology, such as the Internet, in a communication project. Projects in this category may include the following:

- Web site or intranet
- Interactive communication programs or presentations
- CD, DVD or USB drive
- Blogs
- Wikis
- Social networks
- Content-sharing sites
- Podcasts
- E-cards, banner ads, buttons, pop-ups, etc.
- Publication production/graphic design for web- or computer-based publications (e-newsletters, magazines, e-books, etc.)
- Writing for the Web (profiles, features, editorials, articles, news releases, sales promotion/marketing, technical writing, scripts, speeches, columns, etc. that appeared online)

Electronic and interactive work samples should be viewable on Windows or Macintosh equipment and/or software. For web sites, provide the URL or IP address of the site in your entry. For intranets or limited, secured-access sites, provide registration instructions, account name or password. Consider submitting a "Tour of Work Sample" video (of five minutes or less) on a CD-ROM if access could be a barrier to evaluation, or if the site will change after submission. Electronic entries will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used in the judging, or if judges cannot view or install work samples using the instructions provided. Summarize your CD, DVD or other electronic medium (a screen shot with caption, a storyboard of select scenes, etc.) in your work plan.

CATEGORY 2 PUBLICATIONS

This category includes design and writing for publications in all formats except electronic, such as:

- Magazines.
- Newsletters.
- Newspapers.
- Magapapers/tabloids.
- Special publications.
- Annual reports.

CATEGORY 3 WRITING

This category includes original material written for a particular communication project, such as:

- Personality profiles.
- Recurring features or columns.
- Editorials.

- Articles.
- News writing.
- News releases.
- Sales promotion/marketing.
- Technical writing.
- Scripts.
- Speeches.

CATEGORY 4 COMMUNICATION CAMPAIGNS

Entries for communication campaigns should address background research, planning, goals and objectives, execution/implementation and evaluation/results (any documented results, or how you would measure results if the campaign were implemented). Examples of campaigns include:

- Internal programs.
- External programs and campaigns.
- Community relations.
- Customer relations.
- Media relations.
- Marketing programs.
- Other.

CATEGORY 5 COMMUNICATION CREATIVE

Communication Creative includes elements that showcase creative talent and design through an essentially communicative function. Entrants must demonstrate innovation, creativity, strategic alignment and effective visual communication.

- **Other graphic design**
Design of an organizational brand identity or other graphic project where design is the primary communication function. *Includes cartoons, drawings, paintings, collages, posters, displays, book and magazine covers, logos, product labels and packaging, 3-D materials, illustrations.*
- **Outdoor/3-D**
Includes billboards, murals and public sculpture, outdoor and transport posters, neon signs, awnings, street furniture, etc.
- **Photography**
Original photographs created or commissioned for a particular communication project. *Includes single photos, photo essays, photo montages, etc.*
- **Video/film**
Innovative use of video and film.

CRAFTING YOUR ENTRY: WORK PLAN AND WORK SAMPLE

THE WORK PLAN

The work plan describes the program or project, how it was developed and what you intended to achieve.

TECHNICAL SPECIFICATIONS FOR ENTRIES

- Entries must be contained in a binder or folder with a **ring** diameter of one inch (2.55 centimeters) or smaller. (Do not measure the spine; measure the ring size.) Pages inside the binder should be no larger than 8.5 by 11 inches (A4 size outside the Americas, or 21 by 29.7 centimeters). If a single piece of your work sample—such as a videotape, book or 3-D item—is critical to your entry and exceeds the dimensions, you may package the one item along with your work sample. If a piece of your entry is too large to mail, submit a photo instead.
- Use tabs to label the sections of your entry (i.e. entry forms, work plan, work sample).
- Work plans must not exceed three single-spaced pages.
- Number all pages.
- Avoid paper clips and rubber bands but consider resealable plastic pouches for DVDs, CDs, etc. If something can be three-hole punched, please avoid using plastic sleeves.
- The minimum font size is 10-point (no handwritten entries) on 8.5 by 11 inch paper (A4 size outside the Americas, or 21 by 29.7 centimeters).
- Use single column (paragraph) format, with margins of at least half an inch (1.3 centimeters) on all sides.
- Once you complete your entry, label the binder or folder with the name of your entry, label your CD or USB drive with your work plan, pack it carefully and send it to the IABC Gold Quill Awards student coordinator.

HOW TO LABEL YOUR WORK PLAN

List the following information at the top of your work plan. This needs to be included in the work plan, not on a separate page.

1. **Entrant's name**
2. **Title of entry**
3. **Category**
4. **Entrant's organization or university**
5. **Client organization or university (if applicable)**
6. **Time period of project (when communication took place)**
7. **Brief one- or two-sentence description of your entry**

WORK PLAN

Complete the core elements of your work plan by providing the following information, using the headings provided:

1. **Project summary.** Provide an overview of the project. What need or opportunity did your solution address?
2. **Your role.** State your role in the project and your level of involvement and responsibility.

3. **Intended audience(s).** Identify your primary audience and other audiences. Who will read your article, look at your web site, buy your product, etc.? Describe the key characteristics (needs, preferences, demographics, etc.) that were taken into account in developing your solution.
4. **Objectives.** What were your objectives? What outcome did you target? How did your objectives address the need or opportunity?
5. **Key messages/theme.** To support your solution, what were the most critical messages or themes to convey? State your key messages or theme.
6. **Rationale.** Summarize the solution and the logic that supported it. Tell us why you did what you did. Describe how your solution demonstrated insight and imagination.
7. **Results.** In what way did you achieve your objectives? How did your solution affect the need or opportunity? Demonstrate the effectiveness of your solution by showing increases in sales, traffic to a web site, participation in an event or other quantifiable outcomes. Discuss your budget, resources and time frames, and show how each was used efficiently.

Important note: If your plan was not implemented (such as a classroom research project), you may not have had to take the above considerations into account. If this is the case, you may state what you would have done or expected, but please make sure to explain how you arrived at these conclusions.

THE WORK SAMPLE

The work sample consists of the supporting materials for your project—for example, screen shots of the web site you designed or the brochure with which you aimed to build awareness. If your plan was not actually implemented, the work sample is optional. Whenever possible, the work sample should also include supporting information, such as survey results, press clippings or materials documenting your results.

FREQUENTLY ASKED QUESTIONS

What are judges looking for?

- Clearly stated objectives
- Originality
- Results based on measured outcomes
- A well-conceived and well-executed project
- Appropriate strategy and objectives in relation to the results desired and achieved
- How the outcomes are measured

What do winners receive?

- A personalized Gold Quill Award
- Your name on IABC's web site
- One half-price ticket to the black-tie-optional gala and awards ceremony at IABC's World Conference in Chicago, 25 June 2012, and individual recognition at the gala
- Acknowledgment in the July–August issue of *Communication World*, IABC's bimonthly magazine
- The satisfaction of measuring up to a standard of global excellence

What do all entrants receive?

- A one-page evaluation form with scores and brief comments from the judges.
- The chance to distinguish yourself in an international search for communication excellence.

Where do I send my entry?

Send your work sample and work plan to the student division coordinator:

Susan M. Johnston, ABC
Communication Coach
It's Understood Communication
505 Forestlawn Road
Waterloo, ON N2K 3Y1
Canada
Phone: +1 519.513.9589
E-mail: sue@itsunderstood.com

Are entries returned?

No materials will be returned. Do not send irreplaceable materials. All entries become the property of IABC for use in publications or as samples. (If the material is proprietary and not available for such use, indicate this clearly on your entry and entry form.) IABC is not responsible for lost or damaged entries. Due to the volume of material received, IABC cannot confirm receipt of entries; send your entry by a form of traceable delivery if you want confirmation of receipt.

Do judges really pay attention to details such as permitted font size and length of work plan?

Yes. Make sure to follow all rules and deadlines so that you will not be disqualified.

What if I have other questions?

You can contact:

- The student division coordinator, Susan M. Johnston, ABC, sue@itsunderstood.com.
- The Gold Quill Awards team at IABC world headquarters at recognition@iabc.com or +1 415.544.4700.

SHARON BERZOK STUDENT AWARD

The Sharon Berzok Student Award is the highest student award given by the IABC Research Foundation. All student entries will be considered for this award, which will be judged on overall excellence and creativity. The winner will receive a US\$500 scholarship for education or professional development.

Sharon Berzok was a communication consultant who served IABC on several committees and as a chapter president and board member. Sharon Berzok's family, colleagues and friends established this award in her name to recognize talent in young professionals.

ENTRY CHECKLIST

IABC does not want your entry to be disqualified. Please ensure that you have followed the instructions completely and accurately. Remember to:

- Submit the correct entry fee amount and have sent it to IABC headquarters by **10 February 2012** (must be *postmarked* by this date).
- Mail your entry (work plan and work sample) to the student division coordinator (not IABC headquarters) by **10 February 2012**. (Entries must be *postmarked* by this date.) See details at www.iabc.com/awards/gg/.
- Submit both an electronic copy on a CD or USB drive and a hard copy of your work plan.
- Make sure your work plan does not exceed **three** pages.
- Submit a hard copy of your work sample.