

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS  
2010 GOLD QUILL AWARDS PROGRAM: STUDENT DIVISION — CALL FOR ENTRIES



Sponsored by:



**Open Competition**  
**2010 Call for Entries**

Join us for the seventh annual Gold Quill Awards Student Competition, 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 accentuates your résumé.

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

All submissions must be **received in hand** by the deadline of **Wednesday, 3 February 2010**. 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](mailto:sue@itsunderstood.com)

If you have questions, send an e-mail to [recognition@iabc.com](mailto:recognition@iabc.com).

**Entry fees**

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

**Your guide to the Gold Quill Awards Student Competition**

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## ABOUT THE STUDENT AWARDS

### JUDGING

Entries are judged against the work of peers by a panel of senior IABC communicators. 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.

### 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 World Conference in Toronto, 6–9 June 2010.

## 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 student Gold Quill Awards are meant to recognize the work of those about to enter the communication field on a professional level. Professors or advisers may not enter on behalf of a student. If you have professional experience, please enter the professional Gold Quill Awards ([www.iabc.com/awards/gg](http://www.iabc.com/awards/gg)).

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](http://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 **Tuesday, 3 February 2010**. All entries and payments must be **received in hand** (not 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 THE GOLD QUILL AWARDS

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 help with your entry, contact the student division coordinator listed at [www.iabc.com/awards/gq/](http://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, send one copy with your entry and keep one copy for your records. If you pay online, submit a copy of your confirmation e-mail as proof of payment.

#### 2. Work plan

- Complete the work plan for your entry. For complete details, see page 8.
- Submit both an electronic copy on a disk or CD-ROM and a hard copy of the work plan. If you do not, your entry may be disqualified. Consider a pouch for your disk, as contents do shift in the mail. Make sure to label your disk or CD-ROM 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: SEND IN YOUR PAYMENT OR PAY ONLINE (PREPAYMENT IS REQUIRED)

- Send payment attached to one copy of the completed entry form (not the entry itself) by **3 February 2010** to:  
IABC Student Gold Quill Awards  
601 Montgomery Street, Suite 1900  
San Francisco, CA 94111  
USA

You may also pay online at [www.iabc.com/awards/gq/](http://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 "Official Student Entry Form").
- Include one electronic copy (on CD-ROM or disc) 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 **3 February 2010** (entries must be **received in hand** by this date, not postmarked) 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](mailto: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. Entries may include:

- Web site or intranet.
- Interactive communication programs or presentations.
- CD-ROM or DVD.
- 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-ROM, DVD or other electronic medium (a screen shot with caption, a storyboard of select scenes, etc.) in your work plan.

### **CATEGORY 2      PUBLICATIONS**

Design and writing for publications in all formats except electronic.

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

### **CATEGORY 3      WRITING**

This category includes original material written for a particular communication project.

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

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

#### **CATEGORY 4      COMMUNICATION CAMPAIGNS**

Communication campaigns should address research and background, planning, goals and objectives, execution/implementation and evaluation/results (any documented results or how you would measure results if the campaign were implemented).

- Internal programs.
- External programs and campaigns.
- Community relations.
- Customer relations.
- Media relations.
- Marketing relations.
- 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 graphics 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, special signs, 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 and fun 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 disk or CD-ROM with your work plan, pack it carefully and send it to the 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 outcome.
- 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 complimentary ticket to the black-tie-optional gala and awards ceremony at IABC's World Conference in Toronto, 7 June 2010, and individual recognition at the gala.
- Acknowledgment in the July–August issue of *Communication World*, IABC's bimonthly magazine.
- Use of the official 2010 Gold Quill Award logo.

- The satisfaction of measuring up to a standard of global excellence.

**What do 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](mailto: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](mailto:sue@itsunderstood.com).
- The Gold Quill Awards team at IABC World Headquarters at [recognition@iabc.com](mailto:recognition@iabc.com) or +1 415.544.4700.

**SHARON BERZOK STUDENT AWARD OF EXCELLENCE**

The Sharon Berzok Student Award of Excellence 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 **3 February 2010** (must be *received in hand* by this date, not postmarked).
- Mail your entry (work plan and work sample) to the student division coordinator (not IABC headquarters) by **3 February 2009** (must be *received in hand* by this date, not postmarked). See details at [www.iabc.com/awards/gg/](http://www.iabc.com/awards/gg/).
- Submit both an electronic copy on a disk or CD-ROM 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.

## Official 2010 Gold Quill Awards Student Entry Form (for checks only)

**MAKE THINGS EASIER!** Enter and pay online at [www.iabc.com/awards/gg/](http://www.iabc.com/awards/gg/).

If you use this two-page paper form, please print the required information legibly. All fields must be completed accurately and in full. Should you receive an award, you will be contacted by e-mail for any additional information such as names of additional team members, if applicable.

This is the student entry form. Professional entry forms and competition details are available at [www.iabc.com/awards/gg/](http://www.iabc.com/awards/gg/).

### Entry information

Entrant's name \_\_\_\_\_

\_\_\_ I am an IABC student member (entrant, not organization). Member # \_\_\_\_\_

Title of entry \_\_\_\_\_

Please list the category in which you would like to submit this entry. You may submit the same entry to more than one category. If needed, attach a list of additional categories.

Category number and name \_\_\_\_\_

Entrant's organization, university or college \_\_\_\_\_

Client organization, university or college (if applicable) \_\_\_\_\_

Entrant's street address \_\_\_\_\_

Town/city \_\_\_\_\_

State/province \_\_\_\_\_

ZIP/postal code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail\* \_\_\_\_\_

\*Any correspondence regarding your entry will be conducted by e-mail with the exception of notification letters and evaluation forms, which will be sent by standard post by April 2010.

**Payment**

Prepayment is required. Please circle the appropriate fee. This fee is applicable per entry (including the same entry submitted to different categories). **Payments must be in U.S. dollars.**

**Entry and fee received on or before 3 February 2010:**

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

Total entries \_\_\_\_\_ x fee \_\_\_\_\_ = US\$ \_\_\_\_\_

**Payment method:**

\_\_\_ Check enclosed (by mail only) in U.S. dollars payable to IABC

\_\_\_ Pay online at [www.iabc.com/awards/gg](http://www.iabc.com/awards/gg).

*No refunds will be given if work plan and samples are not submitted on time. No exceptions.*

Does IABC have permission to reprint your work plan in IABC resources, including *Best Practices in Communication Planning and Implementation 2010*?

Yes \_\_\_                  No \_\_\_

Does IABC have permission to post your work plan online?

Yes \_\_\_                  No \_\_\_

**OFFICIAL ENTRY FORMS AND PAYMENT ONLY SHOULD BE MAILED TO IABC AT:**

IABC Student Gold Quill Awards  
601 Montgomery Street, Suite 1900  
San Francisco, CA 94111  
USA