

2012
Gold Quill
Awards

Call for Entries 2012

www.iabc.com/gq

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ABOUT IABC

The International Association of Business Communicators (IABC) is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Established in 1970, IABC serves approximately 15,000 members in 90 countries. For more information, visit www.iabc.com.

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THE GOLD STANDARD

The IABC Gold Quill Awards® recognize the best and most strategic communicators in the world. Do you meet the standard?

Few elements hold quite as much allure as gold. Since before recorded history, men and women have searched for it, traded it and tried to convert other metals into it. Gold has been formed into art and currency, and it connects us to each other through electronic circuitry in the gadgets we use every day. From a gram of gold you can hammer a square meter of gold leaf; compress it further and it becomes thin enough to see through, and was used in spacesuits to shield astronauts' eyes. Gold has taken us to the moon.

The use of gold is also one of the most international of pursuits—until the mid-20th century, most currencies around the world were based on it. The gold standard was our universal means of exchange, the guarantee of underlying value in every transaction we made.

For communicators, gold has become the international standard as well—through IABC's Gold Quill Awards. We recognize those who have reached further, connected more deeply, and have made a meaningful impact on those we have been charged with influencing. For more than 40 years, IABC has recognized those who are breaking new ground and leading the world with the best, most strategic and most effective communication.

What makes the Gold Quill Award unique is its interdisciplinary nature—just as there are endless uses for gold, there are infinite ways to communicate. The Gold Quill Awards recognize the best in communication management, skills and creativity, in 32 categories, for both business professionals and students.

From internal and external communication to government and customer relations, from human resources to marketing and branding, from publications and writing to social media, every facet of top-tier communication is celebrated. The common thread is the pursuit of excellence.

Search the Web for sayings about gold and you'll come up with many entries: You're said to have a "heart of gold" if you're beyond reproach. You live by The Golden Rule if you treat others as well as you would yourself. My favorite quote on gold is from Ralph Waldo Emerson: "The desire of gold is not for gold. It is for the means of freedom and benefit." To win a Gold Quill Award is to enjoy the benefit of reaching the pinnacle of your profession: to be recognized by your peers as among the best in the world.

I invite you to rise to the challenge and prove that you meet the gold standard for communicators. The dozens of volunteers who will spend countless hours mentoring, judging and running this year's program await your response to the 2012 Call for Entries. I hope to see you in Chicago in June 2012 for your golden opportunity to be recognized as among the best communicators in the world.

Dave Meyer

2012 IABC Gold Quill Awards chair
President, BizzyWeb

The IABC Gold Quill Awards recognize communication projects both small and large from corporate departments, agencies or sole practitioners. Some have big budgets, while some have modest budgets. Overall, an IABC Gold Quill Award-winning project is one that:

- ▶ Demonstrates strategic thinking by setting clear objectives that support your business goals and show an understanding of your audience.
- ▶ Contributes value and measurable benefits to the organization with strategically creative, effective communication.
- ▶ Measures the outcome of the communication program to prove that it successfully achieved its stated goals.

Winners are chosen by a jury of their peers, who use an assessment method that has been tested and refined for more than four decades.

IABC GOLD QUILL AWARD WINNERS RECEIVE:

- ▶ A personalized Gold Quill Award.
- ▶ Recognition during IABC's World Conference at the 2012 Gold Quill Awards gala in June in Chicago.
- ▶ One half-price ticket to the black-tie-optional dinner and awards ceremony.
- ▶ Recognition in the July–August issue of IABC's magazine, *Communication World*.
- ▶ Mention by name and company on IABC's website.
- ▶ Consideration for publication in IABC's resource materials.



All entries and payments must be postmarked by the following deadlines. Ensure that you are sending your entry to the correct coordinator and allow enough time for it to reach them—especially if they are located in another country.

If you send an entry fee internationally, check customs requirements well in advance and be sure to allow extra time for the fee to reach IABC. Mark “No Commercial Value” on customs declarations.

EARLY-BIRD DEADLINE: 27 JANUARY 2012

Member: US\$225

Non-member: US\$325

Join IABC and enter: US\$525

FINAL DEADLINE: 10 FEBRUARY 2012

Member: US\$325

Non-member: US\$425

Join IABC and enter: US\$625

JOIN IABC AND ENTER

Save money by taking advantage of our “join IABC and enter” rate. This rate for prospective members includes membership dues for one year at the chapter, district/region and international levels, as well as the cost of one Gold Quill Award entry. For information on the benefits of IABC membership, call IABC headquarters toll-free at **800.776.4222** or **+1 415.544.4700** outside the U.S. and Canada, or go to www.iabc.com/membershipinfo.



STEP 1: WRITE YOUR WORK PLAN

Entries must be typed and meet the following formatting standards:

- ▶ 10-point minimum font size
- ▶ Single-column (paragraph) format with no less than half-inch (1.3 cm) margins on all sides
- ▶ 8.5-x-11-inch paper (A4 outside the U.S.)

Also ensure that your work plan meets the page limit for the division you have entered.

Division 1	Communication Management
Maximum work plan length	4 pages
Scoring	50% work plan, 50% work sample
Division 2	Communication Skills
Maximum work plan length	3 pages
Scoring	40% work plan, 60% work sample
Division 3	Communication Creative
Maximum work plan length	2 pages
Scoring	25% work plan, 75% work sample

List the following information at the top of your work plan (not on a separate page):

- ▶ Client organization or outside agency (if applicable).
- ▶ Time period of project: Specify when the communication project took place.
- ▶ Brief description: Provide a one- to two-sentence description of your entry.

Be sure to include an electronic copy of your work plan with your entry.

YOUR ENTRY SHOULD BE DIVIDED INTO THE FOLLOWING SUB-HEADINGS:

For Division 1: Communication Management and Division 2: Communication Skills

1. Need/opportunity
2. Intended audience/stakeholders
3. Goals and objectives
4. Solution overview
5. Implementation & Challenges
6. Measurement/evaluation of outcomes

For Division 3: Communication Creative

1. Project summary
2. Intended audience/stakeholders
3. Objectives
4. Key message strategy
5. Creative Rationale
6. Results

Use the information on the Gold Quill Awards web site (<http://www.iabc.com/awards/gq/rules/>) to maximize your chances of winning.

STEP 2: PREPARE YOUR WORK SAMPLE

The work samples are the documentation or communication products that result from your research, tactical and/or measurement efforts. A work sample may include survey data analysis, research summaries, DVDs, publications, design work, writing samples, photography, computer programs, outcome measure documentation, etc. You may also include products such as scripts, an executive summary of the research results, the media buy, etc. Your work sample should represent the scope of work that you have described in your work plan.

Please see the rules and processes page (<http://www.iabc.com/awards/gq/rules/>) for work sample specifications. Entries that do not follow the specifications may be disqualified.



STEP 3: COMPLETE YOUR ENTRY FORM AND SEND IN YOUR PAYMENT

Complete an entry form and pay online at <http://www.iabc.com/awards/gq/enter/>. You will receive a confirmation email as proof of payment; submit a copy of your confirmation email with your actual entry.

Pre-payment is required. **Do not submit payment with your entry.**

- ▶ List only one entrant name. This must be the person who was principally responsible for the development, management and execution of the entry. The entrant's name on the entry form must match the name on the work plan. Failure to comply with this requirement may result in disqualification. If you win an IABC Gold Quill Award, IABC will contact you by email to see if you would like to add additional names for recognition.
- ▶ If the work you are submitting was not done for your organization, include the name of the organization for which the project was completed. If you are no longer affiliated with the organization for which the project was designed, or are an outside supplier (e.g., an agency or freelancer), you must include the organization's written approval of the entry on their company letterhead or on a printed copy of an emailed letter of permission along with your entry.

STEP 4: SEND YOUR ENTRY TO THE APPROPRIATE CATEGORY COORDINATOR BY THE DEADLINE

Don't forget to allow time for your entry to reach the coordinator by the deadline date. For a list of category, regional and language coordinators and their addresses, visit <http://www.iabc.com/awards/gq/coordinators/>.

If you reside in the Asia, Pacific, Europe/Middle East or Africa regions, or if you are submitting an entry in Spanish, French or Russian, please send your entry to the appropriate regional/language coordinator.

For submissions originating outside of the U.S., please be sure to indicate on the shipping form that your package value is US\$1 and that you are transferring business files. If you want to assign a value to your package, check the box to indicate that all duties and taxes should be billed to the sender. Failure to do so may lead to disqualification.

Work plans and work samples that are faxed or emailed will not be accepted. Entries sent to IABC headquarters will be disqualified, and no refunds will be given.

For assistance with your entry form, go to www.iabc.com/awards/gq or call IABC world headquarters toll-free at 800.776.4222 or +1 415.544.4700 outside the U.S. and Canada.

Need help with your entry? Request an IABC Gold Quill Awards mentor to increase your chances of winning. Learn more at <http://www.iabc.com/gq>.



There are 27 categories grouped into three divisions: Communication Management, Communication Skills and Communication Creative. Review the list of categories below and select the appropriate category or categories for your entry.

Selecting the right category can be integral to your success. If you are unsure, please contact the coordinator for the category that most closely fits your entry (see <http://www.iabc.com/awards/gq/coordinators/> for the list of coordinators).

CHOOSE YOUR CATEGORY CAREFULLY

Categories help the judges assess whether your entry achieved its goals. If 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.

MULTIPLE CATEGORIES

The same project, or parts of a project, may be submitted in different categories. You should, however, create a distinct work plan for each entry (i.e., do not write one work plan and submit it to more than one category). You may submit as many entries as you wish, but separate fees apply for each entry.

DIVISION I: COMMUNICATION MANAGEMENT

The Communication Management division covers projects, programs and campaigns that are guided by a communication strategy. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation and outcome-based evaluation.

Note: Individual elements of a communication program, such as brochures, websites and newsletters, can also be entered in the Communication Skills or Communication Creative divisions.

CATEGORY 1

GOVERNMENT RELATIONS

This category is for programs targeted at government bodies and government agencies, or at internal stakeholders who play a role in or otherwise impact government relations.

CATEGORY 2

COMMUNITY RELATIONS

This category is for programs targeted at community audiences of any kind. This includes work done by nonprofit and volunteer organizations.

CATEGORY 3

CUSTOMER RELATIONS

This category is for programs targeted at customer audiences, including customer relationship management and customer research.

CATEGORY 4

INTERNATIONAL COMMUNICATION

This category is for programs targeted at international audiences, including multinational consumers and international organizations, as well as programs undertaken by multinational bodies (such as the European Union or MERCOSUR).

CATEGORY 5 **MEDIA RELATIONS**

This category is for programs that used the news media as the main channel for reaching target audiences.

CATEGORY 6 **MULTI-AUDIENCE COMMUNICATION**

This category is for programs targeted at more than one internal and/or external audience.

CATEGORY 7 **MARKETING COMMUNICATION**

This category is for programs aimed at marketing products and/or services to an external audience.

CATEGORY 8 **ISSUES MANAGEMENT AND CRISIS COMMUNICATION**

This category is for programs targeted at external and/or internal audiences that address trends, issues and/or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy or environmental concerns.

CATEGORY 9 **EMPLOYEE/MEMBER COMMUNICATION**

This category is for programs targeted at employee or member audiences. It includes programs that create awareness and influence opinion or behavioral change, and those focused on management communication, ethics, morale, internal culture, or change management.

CATEGORY 10 **HUMAN RESOURCES AND BENEFITS COMMUNICATION**

This category is for programs targeted at employee or member audiences that deal with health and welfare, savings and pensions, stocks and compensation, or recruitment and retention.

CATEGORY 11 **STRATEGIC COMMUNICATION PROCESSES**

This category is for programs that develop new strategic approaches to communication within an organization. They may include brand and culture audits, strategic messaging, employee and market research, competitive benchmarking, and audience analysis. This category also includes training programs that enhance communication within an organization or among key audiences.

CATEGORY 12 **BRAND COMMUNICATION**

This category includes strategies for new brands and for repositioning existing brands. Winners in this category demonstrate the research used to shape brand changes. Programs include brand architectures, changes to corporate identities and design solutions that address the challenges of brand communication.

CATEGORY 13 **SPECIAL EVENTS—INTERNAL OR EXTERNAL**

This category includes any event that marks a significant occasion that supports the goals of an organization. For example, an anniversary, official opening, product launch, road show, conference, customer event or employee appreciation event would be eligible.

CATEGORY 14 **SOCIAL RESPONSIBILITY**

This category includes programs targeted at communities, governments or funding agencies. Programs in this category address sustainable development or other economic, social, or environmental issues. They include programs for international aid, public awareness, corporate social responsibility, economic revitalization, cultural preservation, education, literacy, health, poverty reduction, employment, and indigenous and heritage protection.

Entries in this category may also include programs that feature educational entertainment used in places where a single medium (e.g. radio or television) may be the only way to get societal change messages to a large population.

CATEGORY 15 **MULTILINGUAL COMMUNICATION**

These programs are targeted at bilingual and/or multilingual audiences, including non-native-language speakers.

CATEGORY 16 **ELECTRONIC AND DIGITAL COMMUNICATION**

These programs are computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. These tools include electronic newsletters, electronic annual reports, websites and intranet sites. This category includes published content that audiences access predominantly online. Please consider carefully whether your program fits this category or Category 17, Social Media.

CATEGORY 17 **SOCIAL MEDIA**

These programs encompass a range of new tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online. These tools and practices are intended to engage an audience (whether internal or external) in conversation, rather than broadcast information in one direction. If you have questions about whether your entry qualifies for this category, please contact the IABC Gold Quill Awards chair by emailing recognition@iabc.com.

The tools and techniques currently eligible include (but are not limited to):

- ▶ Conversation-enabled publishing platforms (blogs, podcasts, etc.).
- ▶ Social networks (LinkedIn, Facebook, MySpace, Dopplr, etc.).
- ▶ Democratized content networks (Digg, wikis, message boards, etc.).
- ▶ Presence networks/microblogging (Twitter, Jaiku, Pownce, etc.).
- ▶ Content-sharing sites (YouTube, Flickr, Delicious, etc.).
- ▶ Virtual networking platforms (Second Life, There.com, etc.).

DIVISION 2: COMMUNICATION SKILLS

The Communication Skills division includes communication products (publications, advertising, websites, newsletters, etc.) that showcase technical skills such as editing, writing and design. In addition to overall excellence, entrants must demonstrate creativity based on audience/stakeholder engagement to determine relevance, usability, and accessibility, as well as measurable results and strategic alignment with their organization's business goals.

Note: An individual communication product may also be entered as part of an overall program in the Communication Management division.

CATEGORY 18 **ELECTRONIC AND DIGITAL COMMUNICATION**

This category includes computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. This category includes published content that audiences access online. This includes the following:

- ▶ Electronic newsletters
- ▶ Electronic annual reports
- ▶ Websites
- ▶ Intranets

CATEGORY 19 **AUDIOVISUAL**

Programs in this category use sound, video, film, slides, CDs or a combination of these elements. Examples include the following:

- ▶ Video programs/overall productions
- ▶ Audio-only programs
- ▶ Slide-and-sound programs
- ▶ Films

CATEGORY 20

PUBLICATIONS

This category includes internal or external publications in all formats except electronic. Examples include the following:

- ▶ Magazines (one color or more)
- ▶ Newspapers
- ▶ Magapapers/tabloids
- ▶ Newsletters
- ▶ Annual reports
- ▶ Special publications

CATEGORY 21

WRITING

This category encompasses original material written for a particular communication project. This includes the following:

- ▶ Personality profiles
- ▶ Recurring features or columns
- ▶ Stand-alone features
- ▶ Editorials
- ▶ Advertorials
- ▶ Interpretive/expository articles
- ▶ News articles
- ▶ Speeches
- ▶ Scripts
- ▶ News releases
- ▶ Sales promotion and marketing
- ▶ Technical writing
- ▶ Writing for online distribution

DIVISION 3: COMMUNICATION CREATIVE

The Communication Creative division includes projects that showcase creative talent and design while performing communicative functions. Redesign projects are also included in this division. Entrants must demonstrate innovation and creativity based on audience/stakeholder engagement to determine relevance, usability, and accessibility; strategic alignment with an organization's business goals; and effective visual communication.

Note: An individual product may also be entered as part of an overall program in the Communication Management division.

CATEGORY 22

PUBLICATION DESIGN

This category is for design of internal or external publications in all formats, including electronic. These publications include the following:

- ▶ Magazines (one color or more)
- ▶ Newspapers
- ▶ Magapapers/tabloids
- ▶ Newsletters
- ▶ Annual reports
- ▶ Brochures and leaflets
- ▶ E-newsletters

CATEGORY 23

OTHER GRAPHIC DESIGN

This category is for projects that involve creating an organizational brand identity or other graphic project where design is the primary communication function. This includes cartoons, drawings, illustrations, paintings, collages, montages, mobiles, invitations, special signs, etc., that appear in:

- ▶ Book and magazine covers.
- ▶ Posters, displays, bulletin boards, etc.
- ▶ Organizational identity materials (logos, etc.).
- ▶ Product labels and packaging.
- ▶ Direct marketing (direct mailings, branded gifts, etc.).
- ▶ 3-D materials (T-shirts, etc.).

CATEGORY 24

INTERACTIVE MEDIA DESIGN

Design of electronic and interactive media elements refers to interactive products that are used with a computer. This includes:

- ▶ Web site design.
- ▶ Intranet site design.
- ▶ CD-ROMs or DVDs.
- ▶ E-cards, banner ads, buttons, pop-ups, etc.

CATEGORY 25

OUTDOOR/3-D

These products are intended for the general public and must be located outdoors. Examples include:

- ▶ Billboards.
- ▶ Murals and public sculpture.
- ▶ Outdoor and transport posters (for use at bus shelters, airport terminals, “wrapped” buildings and cars, etc.).
- ▶ Decorations, neon signs, awnings, street furniture, etc.

CATEGORY 26

PHOTOGRAPHY

This category is for original photographs created or commissioned for a particular communication project. This includes single photos and photo essays.

CATEGORY 27

ADVERTISING (CONVENTIONAL MEDIA)

Entries in this category demonstrate creative and innovative use of traditional advertising media. This includes film/TV, radio and print.



The entry must comply with the instructions for entry, including format, page length and work sample. Entries that do not comply risk disqualification.

The entry must consist of a project that began in 2010 or later. Entries that won last year may not be submitted again.

Entries must include original material for the work sample. Syndicated, borrowed, reprinted or stock materials are not accepted.

Multiple entries: The same project, or parts of a project, may be submitted in different categories. You should, however, create a distinct work plan for each entry to suit the judging criteria for that particular category (i.e., do not write one work plan and submit it to more than one category). You may submit as many entries as you wish, but separate fees apply for each entry, and each entry must include a full set of documentation and a work sample.

Entries are not returned and remain the property of IABC.

IABC reserves the right to use entries for publication, publicity purposes and display unless specifically noted by the entrant.

Judges may move entries between categories if deemed appropriate.

Awards will be given solely at the discretion of the judges, and judges' decisions are final.

Agencies entering work on behalf of a client must include signed client authorization. Entries without this authorization risk disqualification. A printed copy of an emailed letter of permission, signed by the client or other key participants, is acceptable.

Entries must conform to IABC's Code of Ethics, available at <http://www.iabc.com/about/code.htm> or by calling IABC world headquarters toll-free at **800.776.4222** or **+1 415.544.4700** outside the U.S. and Canada.

Work completed for IABC or the IABC Research Foundation at the international level is not eligible to enter; however, work done for IABC chapters, districts or regions is eligible.



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Towers Watson is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management. With 14,000 associates around the world, we offer solutions in the areas of employee benefits, talent management, rewards, and risk and capital management.

Our focus is on giving you the clarity to make the right decisions and take the right actions. And our approach is grounded in perspective— the kind that comes from our deep experience working on a wide range of issues.

But more important, our perspective begins at eye level—with a clear understanding of your organization, the way you work, your goals and your challenges.

By connecting the big picture and your picture, we help you achieve real-world results. Visit <http://www.towerswatson.com/> to learn more.

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