



**IABC and Towers Watson present:  
Rewarding Excellence.  
Recognizing the Best.  
2012 Gold Quill Awards Webinar  
12 January 2012**

**Q 1:** Is the work plan allowed to have "design" elements to do it, like our logo, branding colours, etc? vs. just being a word perfect document?

Is the work sample allowed to be a combination of a CD and hard copy components?

**A 1:** The work plan is allowed to have design elements. however, I would suggest saving as much space for your story as possible. The work plan will not be graded on presentation. The work sample can be submitted in a combo of hard copy and CD.

**Q 2:** Hello! Great presentation! Thank you. Are there any case study examples directed toward external/government organizations that are worth taking a look at prior to submission?

**A 2:** Most winning entries are available through the Discovery feature.

**Q 3:** Please can you give some tangible examples of what makes the difference between communications which score 6 and the possibilities to score 7.

**A 3:** It's all subjective of course, but the short answer is that scores of 7 meet this criteria (from the "Evaluating Excellence" mini-guide on how to evaluate IABC Awards Entries against the 7-point scale of excellence):

Entries ranked 7 are "Outstanding" and represent extraordinary or insightful approaches or results.

Entries ranked 6 are "Significantly Better Than Average" and demonstrate an innovative, strategic approach, take all elements into account and delivers significant results

7s are relatively rare, and represent approaches/results that are truly revolutionary, exceptional, or never before seen.

**Q 4:** Can you tell us more about how we will receive feedback on our entries?

**A 4:** One of the benefits of the Gold Quill program is that all entrants receive feedback on their entries. The judges scores and comments will be e-mailed to all entrants using the e-mail address given at the time of registration. Entrants can expect to receive their feedback by mid-April.

**Q 5:** Do Gold Quill winners receive ABC accreditation?

**A 5:** Gold Quill winners don't receive the ABC designation, however, they can use the winning entry as one of the portfolio projects if they apply for accreditation within one year of winning. More information can be found about the Accreditation program at <http://www.iabc.com/abc/>.

**Q 6:** For a division 1 submissions, approximately how many tactics / items can or should be submitted as part of the work sample?

**A 6:** There is no set number of work samples that should be submitted and the number really varies from entry to entry. Submit an appropriate number of work samples that best tell your story and support the information contained in your work plan. All work samples should be able to fit inside of your binder and USBs or CDs should be properly stored in a case to avoid being lost during shipment.

**Q 7:** Do you prefer all entries be submitted electronically? What if you have only hard copy samples to enter?

**A 7:** Only entries in the Writing category will be accepted electronically, please contact [recognition@iabc.com](mailto:recognition@iabc.com) for more information regarding that process. For all other categories we will only be accepting hard copy entries contained in a binder as explained at <http://www.iabc.com/awards/gq/rules/>. Work samples can be included in the binder in either hard or soft copy format.

**Q 8:** How many Gold Quill submissions were received last year and how many awards are presented per category?

**A 8:** We received approximately 900 entries in the 20122 program and we expect to receive a similar number again this year. We do not have a set number of awards presented per category so there could be as many as 20 or as few as 0 awards given per category depending on how many entries the judges feel are deserving of an award.

**Q 9:** Can you give just a short summary on the complete story within the work plan and give all the examples (e.g. using the power of pictures) in the work sample package?

**A 9:** It's important to be concise in your work plan, but make sure you represent the entire plan and what it meant in that space. Judges don't have the time to review every piece of your sample at a microscopic level, so be sure to help guide them to the same conclusions you've made. It is often hard to completely represent your work in the space allowed in the work plan, but the point of the plan is to provide an executive summary of your plan, your work and your results. The best work plans are strong enough on their own that samples are almost unnecessary. It should never be the other way around.

**Q 10:** How important are figures to show success, evaluating outcome versus objectives?

**A 10:** The most important measures are directly tied to results and outcomes. These may be figures, or statistics, or qualitative survey responses. The key is to focus on what the program set out to accomplish and if the program "moved the needle" in a meaningful way.

**Q 11:** What's is your experience of the best way to convince management to enter the Gold Quill?

**A 11:** Focus on the benefit to the COMPANY vs. you -- the increased visibility, prestige, and experience. Consider brainstorming ways to promote your achievement when you win, and how to learn from the process even if you don't win. You'll receive helpful feedback regardless, which will make you a better communicator.