



International Association of Business Communicators

FOR IMMEDIATE RELEASE

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IABC announces winners of the 2016 Gold Quill Awards

The International Association of Business Communicators (IABC) has announced the Excellence and Merit winners of the 2016 Gold Quill Awards program (#IABCGQ). The program recognizes business communication excellence globally, and is acknowledged as one of the most prestigious awards programs in the industry.

The awards will be presented at an Excellence Gala, to be held on Monday 6 June, as part of the IABC's World Conference in New Orleans.

In total, IABC has recognized 223 entries as world class with 85 Excellence Awards and 138 Merit Awards announced. Winners come from all parts of the world, with 12 countries represented in the winners list. They represent a cross section of public and private sector organizations, both large and small.

"The Gold Quill Awards are unique in the industry because they recognize work that makes a significant contribution to business or organizational outcomes," said Monika Lancucki, ABC, Chair of the IABC Awards Committee. "Also, unlike many other awards programs, evaluators review each entry against IABC's standard of excellence rather than against other entries. This encourages the pursuit of excellence rather than competition."

Evaluators particularly look for entries where communicators are able to demonstrate the impact their work had on business goals and are innovative and unique.

"The winning work in this year's program demonstrates these traits and truly reflects a world class standard. It is the pinnacle of achievement in communication," said Lancucki. "It's not just about the latest technology or the creativity of campaign materials, but the impact the work has on the business need."

"Gold Quill winners are communication practitioners who are living testament to IABC's mission, that communication can be a force for good in business and society. They deliver strategic impact for their organizations and clients, taking communication to the next level."

The winners of the program's Best of the Best awards, will be announced later this month. The winners of the IABC Agency of the Year and Communication Department of the Year awards, as well as other special awards, will be announced at the Excellence Gala at the World Conference.

More information on Gold Quill, including the full list of winners: <http://gq.iabc.com/>

More information on World Conference (#IABC16): <http://wc.iabc.com/>

About Gold Quill:

For more than 40 years, IABC's Gold Quill Awards have recognized and awarded excellence in strategic communication worldwide. The Gold Quill Awards honor the dedication, innovation and passion of communicators on a global scale with a focus on achieving solid business outcomes.

About IABC:

The International Association of Business Communicators (IABC) is the recognized global community of communication professionals representing diverse industries and disciplines. We connect communicators with a global and local network, career opportunities, resources and knowledge – using communication to engage, influence, counsel and execute. At the forefront of the communication profession and setting the global standard, our members are professionals who practice with integrity and passion. For more information, visit <http://www.iabc.com>.

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