



2025/2026 Gold Quill Awards Promo Toolkit

About Gold Quill Awards

For over 55 years, IABC's Gold Quill Awards have recognized and awarded excellence in strategic communication worldwide. Gold Quill is the only awards program that honors the dedication, innovation and passion of communicators on a global scale.

All IABC Gold Quill Award entries are evaluated by international professional communicators with more than 10 years of experience. The majority of evaluators have earned Gold Quill Awards. Many are either IABC accredited or certified by the Global Communication Certification Council. And all are trained to evaluate entries against established criteria aligned to IABC's Global Standard of the communication profession.

There are two types of Gold Quill Awards:

- Awards of Merit, for entries that score 5.25 to 5.74 out of 7
- Awards of Excellence, for entries that score above 5.75

Enter a submission by 7 December 2025 for the Early Bird rate, or by 18 January 2026 at the regular deadline: <https://www.iabc.com/goldquill>

Talking Points

- IABC's Gold Quill Awards have recognized and awarded excellence in strategic communication worldwide for more than 50 years.
- Gold Quill is the only awards program that honors the dedication, innovation and passion of communicators on a global scale.
- Gold Quill Awards endow significant credibility to the individuals and teams whose exceptional work is deserving of the accolade.
- The Gold Quill Award entries are rigorously evaluated by seasoned professionals, who undertake annual training and follow consistent guidelines that embed an equitable, impartial and thorough review of each entry.
- The discipline required to complete a submission alone, and the feedback received by the evaluators after submission, provides invaluable guidance for their everyday work.
- By submitting an entry for consideration, you can inspire your team and bring them together to produce show-stopping work and share the glory when it's complete.

Sample Social Media Posts

Use these customizable social media posts to share the Gold Quill Awards with your personal and professional network. Don't forget to use #GoldQuill

Sample One

Gold Quill Awards signify the excellence and professionalism of your team. Follow these tips to submit a stand-out entry by the early bird deadline of 7 December for consideration:

<https://www.iabc.com/goldquill> #GoldQuill #IABCGQ

Sample Two

You know that your team brings the best of the best in their work each day. Now, prove it to the world. Submit an entry for IABC Gold Quill Awards by 7 December to save at the early bird rate: <https://www.iabc.com/goldquill> #GoldQuill #IABCGQ

Sample Three

Enhance the reputation of your team and organization, both internally and externally, with an IABC Gold Quill Award. Submit an entry for IABC Gold Quill Awards by 7 December to save at the early bird rate: <https://www.iabc.com/goldquill> #GoldQuill #IABCGQ

Sample Four

IABC Gold Quill is the only awards program that honors the dedication, innovation and passion of communicators on a global scale. Enter a submission for the chance to earn this prestigious accolade; early bird deadline is 7 December. <https://www.iabc.com/goldquill> #GoldQuill #IABCGQ

Past Winners by Region

Click the link below to view past Gold Quill Award winners by location. Highlight these local winners in your communications to inspire others in your region to submit an application.

www.iabc.com/leader-centre/run-your-chapter/awards

Global Media Release

Promote the 2026 Gold Quill Awards using these customizable, region-specific press release templates.

- [Africa Media Release](#)
- [Asia Pacific Media Release](#)
- [Australasia Media Release](#)
- [Canada Media Release](#)
- [United Kingdom / Europe Media Release](#)
- [United States / Global Media Release](#)

Gold Quill Early Bird Sprint Chapter Contest

The Early Bird Sprint Chapter Contest is designed to encourage chapters to promote the 2026 Gold Quill Awards by inspiring members to submit entries before the early-bird deadline on 7 December 2025. The contest will track entries by chapter and through a random draw, reward a chapter from the most early bird submissions. The winning Chapter will receive global recognition and one (1) free Master Class Registration to use as they choose. There will also be one (1) free Gold Quill entry awarded in a random draw to one early bird award entrant. For more information and instructions on the Early Bird Sprint Chapter Contest, download the toolkit below.

[Early Bird Sprint Chapter Contest Toolkit](#)

Gold Quill Timeline

- 23 September– Call for Entries Opens
- 7 December – Early Bird Deadline
- 18 January – Regular Deadline

- 1 February – Late Deadline

Promotional Graphics

Save the below graphics to help promote the Gold Quill Awards in emails or on social media.

[Download here.](#)



Gold Quill Awards

EARLY BIRD SUBMISSION DEADLINE:
7 DECEMBER



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GOLD QUILL AWARDS

Key features of top submissions:

- ✓ **Tangible outcomes**
- ✓ **Well-written**
- ✓ **Creative & innovative**
- ✓ **Detailed**

YOUR ENTRY NEEDS TO BE WELL-WRITTEN

TELL THE STORY:

- Why does the work matter?
- How did you overcome challenges to achieve success?



STAND OUT WITH YOUR SUBMISSIONS

Your work should be:

- Creative** (0.1)
- Innovative** (0.2)
- Different than anything tried before** (0.3)



- Prove**
your work made a difference, with tangible, valuable outcomes.
- Storytell**
by sharing why your work mattered and how you overcame challenges.
- Showcase**
your creativity and innovation. How is your work different from anything tried before?
- Prepare**
by carefully reading resources and expectations of submissions.
- Detail**
your financial budget and resources as much as possible.



“YOUR ENTRY SHOULD HAVE DELIVERED TANGIBLE AND VALUABLE OUTCOMES. IT SHOULD HAVE MADE A DIFFERENCE.”

