

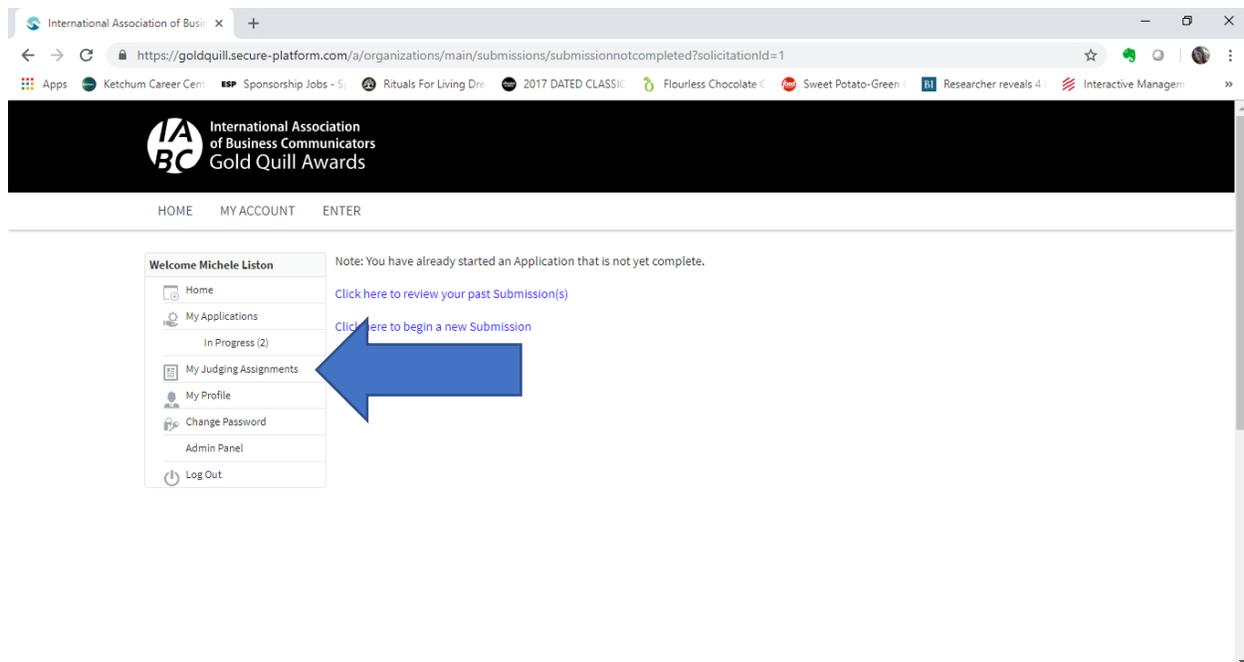
GOLD QUILL AWARDS

Evaluator Instructions for Scoring IABC Gold Quill Award Entries

Step 1: Login to the online submission portal: <https://goldquill.secure-platform.com/> This is the same system you used to complete the online evaluator RSVP and/or if you submitted a Gold Quill Award entry this year, so use the same account information to login. Use the “forgot password” functionality if needed.

We suggest using CHROME as your web browser for scoring – IE can be a little quirky in the OpenWater system.

Step 2: Select “My Judging Assignments” from the left menu.



The screenshot shows a web browser window with the URL <https://goldquill.secure-platform.com/a/organizations/main/submissions/submissionnotcompleted?solicitationId=1>. The page header includes the IABC logo and the text "International Association of Business Communicators Gold Quill Awards". Below the header are navigation links: HOME, MY ACCOUNT, and ENTER. The main content area features a sidebar menu on the left with the following items: Home, My Applications (In Progress (2)), My Judging Assignments (highlighted with a blue arrow), My Profile, Change Password, Admin Panel, and Log Out. To the right of the sidebar, there is a note: "Note: You have already started an Application that is not yet complete." Below this note are two links: "Click here to review your past Submission(s)" and "Click here to begin a new Submission".

Step 3: You will see a list of all of the submission categories and the number of entries assigned to you from each category. I suggest clicking on “OPEN” on the “VIEW ALL CATEGORIES” row to see all of your assigned entries.

The screenshot shows the user interface for the 2019 IABC Gold Quill Awards. A navigation menu on the left includes 'Home', 'My Applications', 'My Judging Assignments', 'My Profile', 'Change Password', 'Admin Panel', and 'Log Out'. The main content area displays a table of categories with columns for 'Category Name', '# Pending', '# Judged', and 'Action'. A blue arrow points to the 'Open' button in the 'Action' column for the 'View All Categories' row.

Category Name	# Pending	# Judged	Action
View All Categories	5	0	Open
Division 1: Communication Management	1	0	Open
---Category 7: Marketing, Advertising and Brand Communication	1	0	Open
Division 2: Communication Research	1	0	Open
---Category 18: Communication Research	1	0	Open
Division 3: Communication Training and Education	1	0	Open
---Category 20: Communication Training and Education	1	0	Open
Division 4: Communication Skills	2	0	Open
---Category 22: Special And Experiential Events	1	0	Open
---Category 28: Communication Skills - STUDENT ONLY	1	0	Open

Step 4: You’ll now see a screen that lists all of the entries you have been assigned:

The screenshot shows the 'My Judging Assignments' page. It features a 'DESC Score' dropdown menu and a 'Refine your search' section with a search box and filters for 'Status' (Scored, Unscored) and 'Category'. A blue arrow points to the 'VIEW APPLICATION' button for the first entry.

Entry Title	Category	Action
T.R.I.P. Through The Multiverse	Category: Division 1: Communication Management > Category 7: Marketing, Advertising and Brand Communication	VIEW APPLICATION
100 Years of Wisdom: Photos & Reflections from Twelve of Sholom's Beloved Centenarians	Category: Division 4: Communication Skills > Category 22: Special And Experiential Events	VIEW APPLICATION
Investor Readiness for Better Investing	Category: Division 2: Communication Research > Category 18: Communication Research	VIEW APPLICATION

A few notes on this screen:

- Ignore the drop box that reads “DESC Score” – please leave it set as is.
- Scroll down to see the rest of the entries.
- Click on the ‘view application’ button to view and score each entry.

Step 5: This screen shows the entry in the frame on the right, and the scoring questions in the frame on the left.

NOTE: You can scroll up and down within both of these frames to see the entire entry and scoring criteria – use the black bar at the side of the frame to scroll within the frame.

International Association of Business Communicators
Gold Quill Awards

HOME MY ACCOUNT ENTER

Home / My Judging Assignments / 2019 IABC Gold Quill Awards: Main / T.R.I.P. Through The Multiverse

Entrant and Entry Information → [Confirmations and Uploads](#)

Division and Category Selection *

Division 1: Communication Management

*The Communication Management division covers projects, programs and campaigns that are guided by a **communication strategy**.*

Entries to this division can be submitted by any type of organization, including...
[more](#)

Category 7: Marketing, Advertising and Brand Communication

- May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and chan...
[more](#)

T.R.I.P. Through The Multiverse
[Recuse Myself from Judging this Submission](#)

Category:
Category 7: Marketing, Advertising and Brand Communication

Application #
00000035
[See Other Judge Scores](#)

Evaluation Form

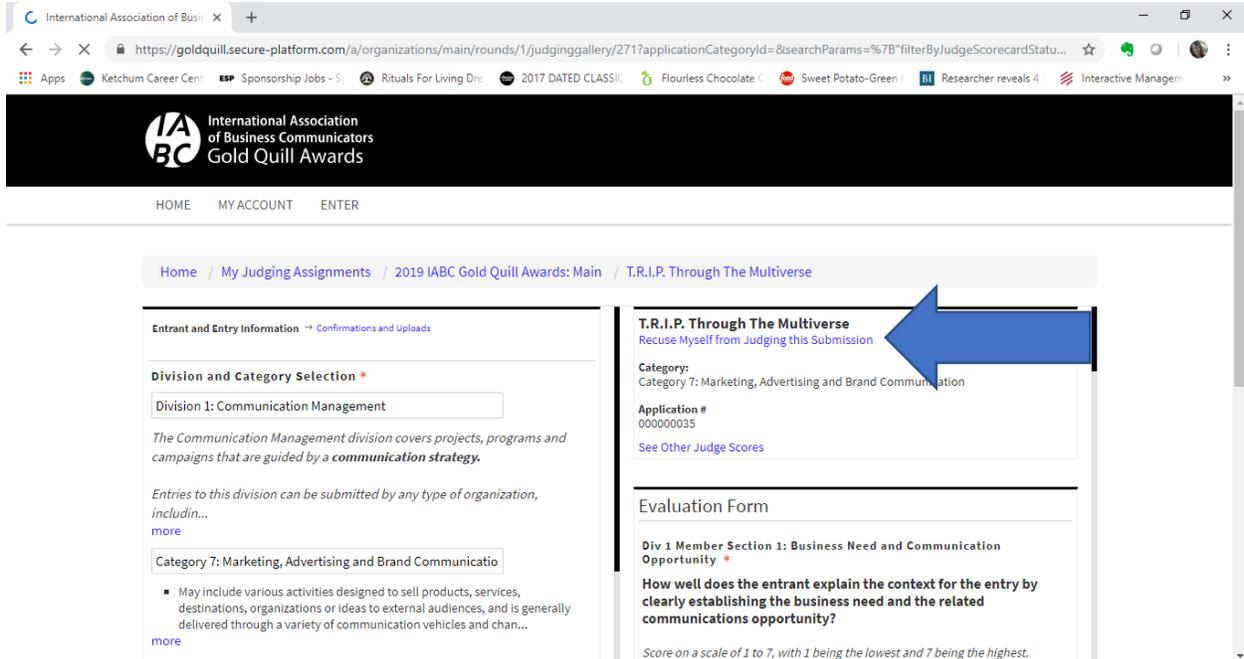
Div 1 Member Section 1: Business Need and Communication Opportunity *

How well does the entrant explain the context for the entry by clearly establishing the business need and the related communications opportunity?

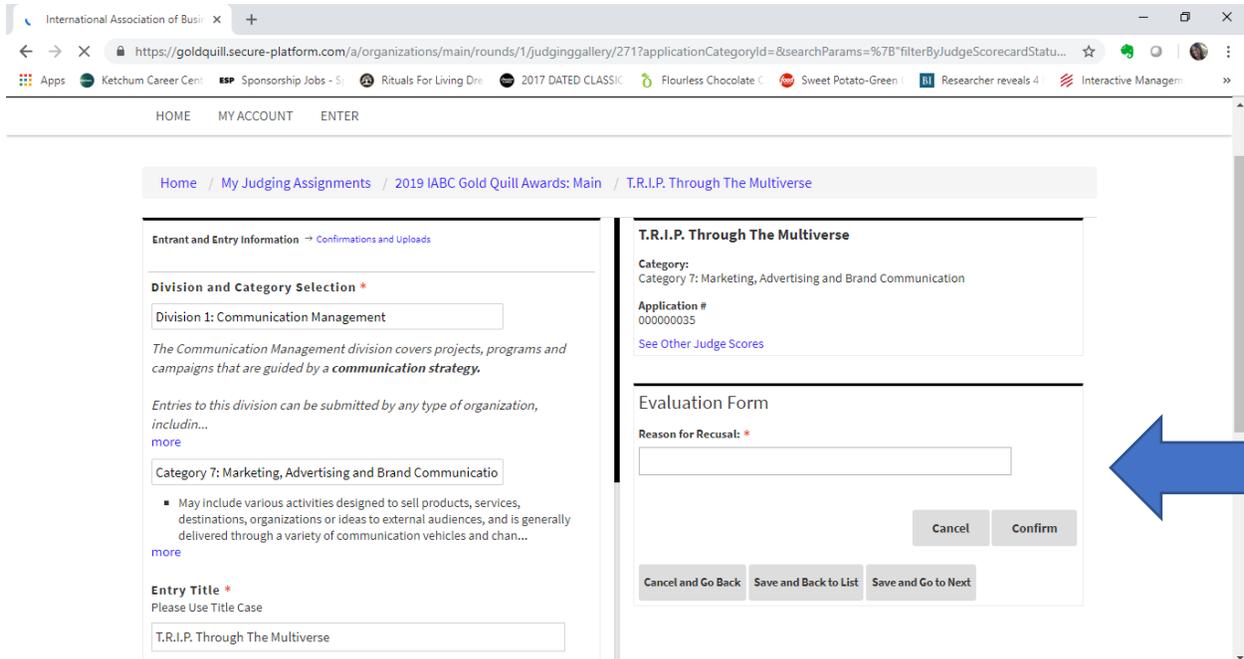
Score on a scale of 1 to 7, with 1 being the lowest and 7 being the highest.

Recusals/Abstentions:

If you must abstain from evaluating one of your assigned entries for any reason, please click on the “rescue myself from judging this submission” link, complete the evaluation form that comes up, and click the “confirm” button to submit your recusal. This will remove the entry from your entry list and notify staff that the entry should be reassigned.



The screenshot shows a web browser window with the URL <https://goldquill.secure-platform.com/a/organizations/main/rounds/1/judginggallery/271?applicationCategoryId=&searchParams=%7B%22filterByJudgeScorecardStatu...>. The page header includes the International Association of Business Communicators (IABC) Gold Quill Awards logo and navigation links for HOME, MY ACCOUNT, and ENTER. The breadcrumb trail is: Home / My Judging Assignments / 2019 IABC Gold Quill Awards: Main / T.R.I.P. Through The Multiverse. The main content area is split into two columns. The left column contains 'Entrant and Entry Information' and 'Division and Category Selection'. The right column contains details for the entry 'T.R.I.P. Through The Multiverse', including a link to 'Rescue Myself from Judging this Submission' which is highlighted by a blue arrow. Below this is an 'Evaluation Form' section with a question: 'How well does the entrant explain the context for the entry by clearly establishing the business need and the related communications opportunity?' and a scale from 1 to 7.

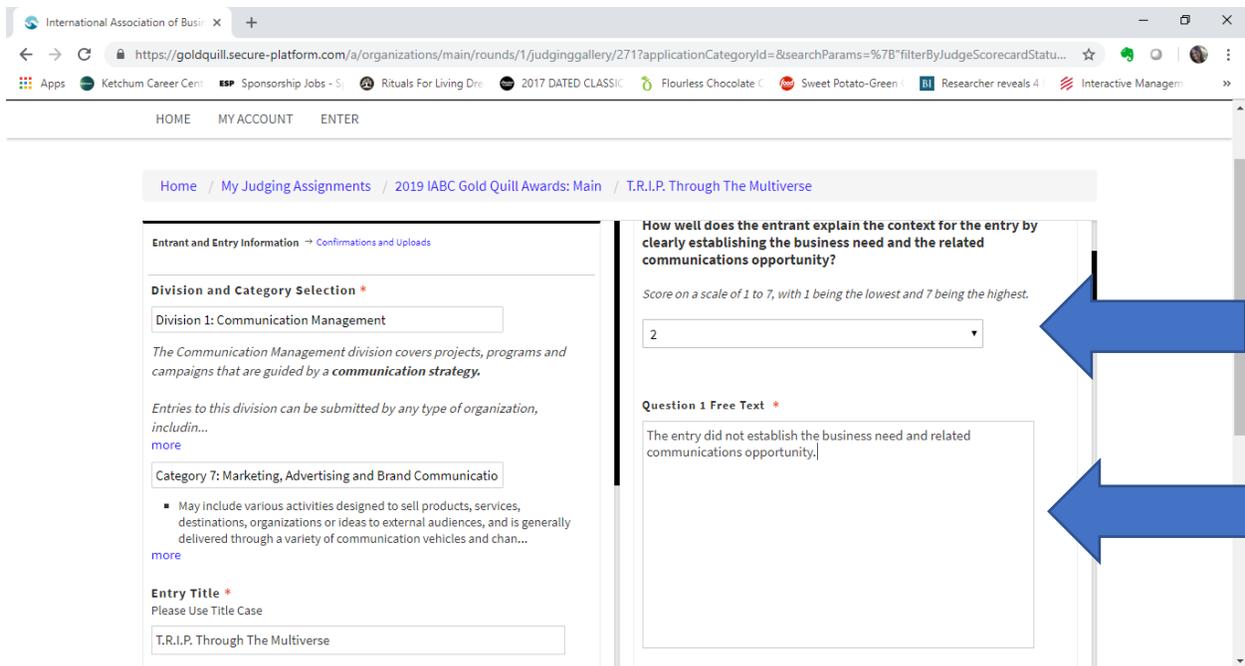


The screenshot shows the same web browser window as above, but now the 'Reason for Recusal' form is open. The form has a text input field for the reason, a 'Cancel' button, and a 'Confirm' button. A blue arrow points to the 'Confirm' button. Below the form are three buttons: 'Cancel and Go Back', 'Save and Back to List', and 'Save and Go to Next'. The 'Entry Title' field on the left now contains 'T.R.I.P. Through The Multiverse'.

Step 6: Score the entry using the drop down box to enter your numeric score and the open text field to provide comments for each score. Note ALL fields are required – you must score and provide comments for ALL scoring criteria as well as provide overall comments on the entry at the end of the scoring screen.

As mentioned in the evaluator training, please focus your comments on ways the entrant could have scored higher for that particular criteria. This detailed and constructive feedback is extremely helpful to entrants.

NOTE: Please save your work frequently – especially if you are working through a corporate security firewall or on an unreliable internet connection.



The screenshot shows a web browser window with the URL <https://goldquill.secure-platform.com/a/organizations/main/rounds/1/judginggallery/271?applicationCategoryId=&searchParams=%7B%22filterByJudgeScorecardStatu...>. The page title is "HOME MY ACCOUNT ENTER". The breadcrumb trail is "Home / My Judging Assignments / 2019 IABC Gold Quill Awards: Main / T.R.I.P. Through The Multiverse".

The main content area is divided into two columns. The left column contains the entry information:

- Entrant and Entry Information** → [Confirmations and Uploads](#)
- Division and Category Selection ***
- Division 1: Communication Management
- The Communication Management division covers projects, programs and campaigns that are guided by a **communication strategy**.*
- Entries to this division can be submitted by any type of organization, includin...*
- [more](#)
- Category 7: Marketing, Advertising and Brand Communicatio
- May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and chan...
- [more](#)
- Entry Title ***
- Please Use Title Case
- T.R.I.P. Through The Multiverse

The right column contains the scoring question:

How well does the entrant explain the context for the entry by clearly establishing the business need and the related communications opportunity?

Score on a scale of 1 to 7, with 1 being the lowest and 7 being the highest.

2

Question 1 Free Text *

The entry did not establish the business need and related communications opportunity.

Two blue arrows point from the right side of the page towards the score dropdown and the free text comment field.

To review the entry, scroll down in the right frame to first view all of the entry information, then click on NEXT to see the entry uploads and workplan.

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https://goldquill.secure-platform.com/a/organizations/main/rounds/1/judginggallery/271?applicationCategoryId=&searchParams=%7B"filterByJudgeScorecardStatu...

Apps Ketchum Career Cent Sponsorship Jobs - S Rituals For Living Dre 2017 DATED CLASSIC Flourless Chocolate C Sweet Potato-Green B Researcher reveals 4 Interactive Managem

Language of Entry *
Please check the language of entry: Entries are only permitted in English, French or Spanish.

English
 Spanish
 French

Organization Name *
The Lights Out + Aeronaut Brewing Co.



CONTACT US

Address - 155 Montgomery Street, Suite 1210, San Francisco, CA 94104 U.S.
Phone: +1 415 544 4700
E-mail: recognition@iabc.com
Website: http://gg.iabc.com

OUR MISSION

The Gold Quill Awards are IABC's premier awards program recognizing and fostering excellence in the field of business communication.

You can preview each work sample within the system or click on the hyperlink above the sample to download.

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https://goldquill.secure-platform.com/a/organizations/main/rounds/1/judginggallery/271?applicationCategoryId=&searchParams=%7B"filterByJudgeScorecardStatu...

Apps Ketchum Career Cent Sponsorship Jobs - S Rituals For Living Dre 2017 DATED CLASSIC Flourless Chocolate C Sweet Potato-Green B Researcher reveals 4 Interactive Managem

IABC Awards Work Plans that do not follow the template and guidelines will be disqualified without refund.

[Download the IABC Award Work Plan Template Here](#)

[TRIP Through The Multiverse_Work Plan_Division 1, Communication Management, Category 7, Marketing, Advertising and Brand Communication.doc](#)



**2019 Gold Quill Awards
Communication Management Divisions Work Plan**

Entrant: Adam Ritchie Brand Director Organization: The Lights Out + Aeronaut Brewing Co. Entry title: T.R.I.P. Through The Multiverse Your team members name (if applicable):	Division/Category: Time period: November 2019 - November 2017 Entrant's role: Concept creation and execution
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Project description:
Firm client The Lights Out was an unsigned, unknown band releasing an album. With no label support, consumers were not going to hear about or purchase it. Research showed indie music fans are also not out consumers of craft beer, with tasting the brew being a key role in their purchase decisions. So we took the album to a brewery, collaborated with them on a beer inspired by the music, packaged it as a single craft brew and used the brewery's distribution network to carry it on craft beer store shelves. It offered consumers a multi-sensory experience that was more engaging than just an album or just a beer, and they responded. With an expense budget of just \$1,000, the partnership broke the sound barrier with more than 100 million earned press impressions and more than 13 million social impressions for the band and brewery, causing the product to sell out twice, driving a 200% increase in album sales, a 16% increase in the attendance and gave each collaborator a fresh audience among indie music and craft beer fans.

1. THE BUSINESS NEED OR OPPORTUNITY
As the music industry continues to 20-year decline (Source: MusicBusiness), established artists are hurting, and independent artists remain locked in a struggle with obscurity.
Firm client The Lights Out had a new album of songs about parallel universes. The music and production were perfect. But with hundreds of albums released every day - more than 75,000 albums every 24 hours - the chances of their music being heard were slim. And consumers were going to be overwhelmed by the choices. We needed to find a way to cut through the noise and get their music to the right audience.

Page 1 / 3

Attach your work samples here. Your work sample can be only submitted in PDF, PNG, JPG, GIF, MP4, WMV, or M4V formats. If you would like to have a microsite or

Div 1 Member Section 10: Overall Quality *
Given the interdependence among all sections, to what degree is the entry a strong blueprint for strategic planning and execution?

Score on a scale of 1 to 7, with 1 being the lowest and 7 being the highest.

Select

Question 10 Free Text *



When you are done scoring the entry, click "save and go to next" to move on to the next entry.

Once you have scored an entry, the overall score will appear on the main judging screen:

The screenshot shows a web browser window displaying the IABC Gold Quill Awards judging interface. The page title is "International Association of Business Communicators Gold Quill Awards". The navigation bar includes "HOME", "MY ACCOUNT", and "ENTER". The main content area shows a list of entries with their titles, categories, and application numbers. A blue arrow points to the score "2.98" for the entry "T.R.I.P. Through The Multiverse". The interface also includes a "DESC Score" dropdown menu, a "VIEW APPLICATION" button for each entry, and a "Refine your search" sidebar with filters for Status (Scored, Unscored) and Category (Any).

Entry Title	Category	Application #	Score
T.R.I.P. Through The Multiverse	Division 1: Communication Management > Category 7: Marketing, Advertising and Communication	00000035	2.98
100 Years of Wisdom: Photos & Reflections from Twelve of Sholom's Beloved Centenarians	Division 4: Communication Skills > Category 22: Special And Experiential Events	00000036	-
Investor Readiness for Better Investing	Division 2: Communication Research > Category 18: Communication Research		

Once an overall score appears for each entry, you are done with the first round of scoring!

Special Awards

Please make note of any particularly outstanding entries you have scored as a possible candidate for a special award. To nominate an entry for a special award, email your Blue Ribbon Panel chair with the application number and title of the entry and the name of the award to be considered.

Gold Quill Special Awards:

Best of the Best – overall score of 6.0 or higher

Recommended by evaluators and reviewed by the Gold Quill Awards chair, vice chair and past chair, the Best of the Best winners represent the very best entries seen across the globe.

Jake Wittmer Research Award:

Presented to the entry that shows outstanding research that was commissioned or developed by a communicator and was instrumental in ensuring the success of a communication program.

Business Issue Award:

Presented to an entry that addresses a critical business issue that threatened the well-being or viability of an organization and shows strategic involvement while presenting an effective, innovative resolution with measurable results.

Sharon Berzok Student Award:

Presented to the student achieving the highest standard of communication excellence in the student categories. The winning entrant will receive a US\$500 scholarship to use for professional development, education or training.

Score Reconciliation:

Step 1: Once you are done scoring your entries individually, you will need to reconcile your scores with your scoring partner. This means that you will meet with your partner (via video conference on your BRP Day) and come to agreement on the final score for the entry.

You and your scoring partner must come to agreement on each individual score (not just the overall score). Your comments need not be identical, but should not be contradictory to one another.

To update your scores, access the system as above, and update any scores necessary.

NOTE: The system does NOT auto-save scoring changes – you MUST save changes by clicking “save and back to list” or “save and go to next” to save your changes.

Once your scores match, you are done!

International Association of Busi... x +

← → ↻ https://goldquill.secure-platform.com/a/organizations/main/rounds/1/judginggallery/271?applicationCategoryId=&searchParams=%7B%22filterByJudgeScorecardStatu... ☆

Appx Ketchum Career Cen... Sponsorship Jobs - 5... Rituals For Living Di... 2017 DATED CLASS... Flourless Chocolate C... Sweet Potato-Green... Researcher reveals 4... Interactive Managem...

Entries to this division can be submitted by any type of organization, including...

more

Category 7: Marketing, Advertising and Brand Communication

- May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and chan...

more

Entry Title *

Please Use Title Case

T.R.I.P. Through The Multiverse

Description of Project/Summary *

Firm client The Lights Out was unsigned, unknown band releasing an album. With no label support, consumers were not going to hear about or purchase it. Research showed indie music fans are also serious consumers of craft beer, with packaging playing a key role in their purchase decisions. So we took the album to a brewery, collaborated with them on a beer inspired by the music, packaged it as a single unified product and used the brewery's distribution network to carry it on craft beer store shelves. It offered...

Question 10 Free Text *

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Cancel and Go Back Save and Back to List Save and Go to Next

CONTACT US

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Phone: +1 415 544 4700

OUR MISSION

The Gold Quill Awards are IABC's premier awards program recognizing and fostering excellence in the field of business communication.

FAQ's

What if we don't agree on the score for an entry?

If you cannot come to agreement on a score, please let Paige Schafer pschafer@iabc.com know and we will have a member of the Awards Committee review the entry.

What if I think an entry is in the wrong category?

If you believe that an entry would be better evaluated under a different category, please let Paige Schafer pschafer@iabc.com know ASAP! A member of the Awards Committee will review the entry and we will make the adjustment if necessary.

What if the work plan is more than 4 pages long?

A work plan more than 4 pages long is grounds for disqualification, however, we suggest that if the work plan is just over 4 pages (less than 5 full pages) you should proceed with scoring the entry. For longer workplans, please Paige Schafer pschafer@iabc.com know and the committee will make the final decision.

What if I think an entry needs to be disqualified?

If you feel that an entry should be disqualified for any reason, please let Paige Schafer pschafer@iabc.com know ASAP and refrain from scoring the entry. The committee will make a final decision on the entry.

Other issues/concerns:

If you have ANY other issues or concerns regarding scoring, comments or any other part of the evaluation process please let Paige Schafer pschafer@iabc.com or Award Committee Chair Ritzi Villarico-Ronquillo know ASAP! We will work with you to rectify the situation as soon as possible. All issues raised are completely confidential.