

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

FOR IMMEDIATE RELEASE

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IABC ANNOUNCES WINNERS OF THE 2015 GOLD QUILL AWARDS

The International Association of Business Communicators (IABC) has announced the Excellence and Merit winners of the 2015 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 15 June, as part of the IABC's World Conference in San Francisco.

In total, 313 entries have been awarded, with 124 Excellence and 189 Merit. Awards have been won by organizations from around the world, with 15 countries represented in the winners list.

"The Gold Quill awards are decided by an international panel of evaluators," said Priya Bates ABC MC, 2015 International Gold Quill Chair. "Entries are evaluated against IABC's standard of excellence – unlike many other awards programs, all entries that meet the standard win an award, to encourage excellence rather than competition."

Evaluators were impressed by the quality of entries this year, with many remarking on an overall improvement in the standard of submissions.

"We had consistent feedback from evaluators that this year they were seeing some of the best work they'd seen in years," said Bates. "We're thrilled to see the industry embracing the significant impact communicators can have on business outcomes.

"That's where Gold Quill winners can be justly proud of their achievements. Gold Quill sets out to recognize communication that meets a business need – either solving a problem, working through an issue, or maximizing an opportunity. It's not just about attractive execution, we look for the strategic impact."

The winners of the program's special awards, including Best of the Best, will be announced later this month. The winners of the IABC Agency and Communication Department of the Year awards – newly introduced this year – will be announced at the Excellence Gala at the World Conference.

More information on the Gold Quill Awards, including the full list of winners: gq.iabc.com

More information on World Conference (#IABC15): wc.iabc.com

About IABC:

The International Association of Business Communicators (IABC) enables a global network of communicators working in diverse industries and disciplines to identify, share, and apply the world's best communication practices. IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields. For more information, visit iabc.com.

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