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## IABC announces Gold Quill special award winners

The International Association of Business Communicators (IABC) has announced the special award winners of the 2015 IABC Gold Quill Awards program (#IABCgq). The Gold Quill Awards recognizes business communication excellence globally, and is acknowledged as one of the most prestigious awards programs in the industry. Excellence and Merit winners in the program were announced on 6 April, and all those winners are considered for the special awards.

Special awards have gone to a global selection of communication practitioners, teams and agencies, following extensive review from Gold Quill evaluators and the IABC Gold Quill committee, with winners located in the US, Hong Kong, Russia and Canada.

The special awards consist of:

- Best of the Best –the evaluators’ top picks from the entire field of entries. Entries selected as Best of the Best are considered to be the pinnacle of practice in the communication profession.
- Business Issue award – the entry that best used strategic communication to address a critical business issue that may have threatened the well-being of an organization.
- Two commemorative awards – the Sharon Berzok Student Award for the highest ranking student entry, and the Jake Wittmer Award for the entry that showed the most outstanding approach to research in addressing a communication issue or opportunity.

The winners are:

### Best of the Best – Internal Communication

Entry title: Lights, Camera, Engagement!  
Entrants: Tiffany Akins and Gavin Wilson  
Organization: Vancouver Coastal Health, Canada  
Entry description: Vancouver Coastal Health (VCH) took the unprecedented step of inviting a television documentary crew to film in one of its hospitals’ emergency departments. The documentary was an ideal opportunity for the Public Affairs team to work with key VCH staff and strengthen relationships with them. Improving these relationships helped the Public Affairs team to fulfill its responsibilities, such as managing reporters’ requests. The documentary series also helped improve staff morale and engagement.

### Best of the Best – External Communication

Entry title: Beaches International Jazz Festival: 26th Annual Jazz Festival  
Entrants: Martine Lévy  
Organization: DDB Public Relations, Canada  
Entry description: The Beaches International Jazz Festival (BIJF) media relations campaign was aimed to position the Festival as a leading Canadian music event for both local Torontonians and international tourists alike, following the unexpected loss of critical government funding.

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## **Best of the Best – Training and Education**

Entry title: HSBC Media Relations Workshop  
Entrants: HSBC Communications: Felicia Shiu ABC APR, Jo Alexander, Grace Wong, Linh Luu, Imelda Wong, Gareth Hewett, Fiona Gibb, and consultant Jane Mitchell from HarknessKennett  
Organization: HSBC, Hong Kong  
Entry description: The entrants developed a one day media relations workshop for HSBC's global employee communications employees to increase skill-set, capabilities, and competencies to become a world-class communications function.

## **Best of the Best – Communication Skills**

Entry title: The Pocket Project - Custom Designed Pocket Protectors  
Entrants: C. Bouwers, A. Eady, M. Grant, N. Langham, N. Marino, A. Rego, J. Tersigni  
Organization: Canadian Society of Medical Laboratory Science, Canada  
Entry description: Custom designed pocket protectors were sent to influential Canadians as an invitation to engage with the organization on social media, to raise public awareness of the role of medical laboratory professionals in health care. Along with their pocket protector, influencers received concise information on the society, the importance of medical laboratory professionals in Canada and a simple call to action – post a photo wearing their pocket protector on their social media sites.

## **Business Issue Award**

Entry title: UPS Peak Season 2014  
Entrants: Shawn Butler and the UPS Employee Communications Peak Team  
Organization: UPS, USA  
Entry description: Employee Communications was tasked with instilling confidence in 400,000 UPSers around the world by blending relevant information about UPS's peak season investments with relevant emotion. The combination was intended to help motivate, engage, and foster commitment to UPS and the daunting responsibilities of peak season, so that the company could provide the best possible customer experience during the busiest time of year.

## **Sharon Berzok Student Award**

Entry title: 120 Diner Digital Content Strategy  
Entrants: Monica Batac, Ian Ray Barcarse, Corinne Graham, Taylor Maclean, Danielle Taylor  
Organization: School of Professional Communication, Ryerson University, Canada  
Entry description: As a graduate academic assignment, the 120 Diner Digital Content Strategy is a resource to assist a local dining establishment in managing online content. In addition to introducing social media marketing and website best practices, this project provides actionable objectives through cohesive, consistent, and clear messaging across platforms. The recommendations support the organization's goal of increasing private event bookings.

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## **Jake Wittmer Award**

**Entry title:** Communication Lab: Bringing up science communicators in Russia  
**Entrants:** Ilya Kurmyshev, Sergey Geylo, Sergey Kolesnikov, Olga Belokoneva, Andrey Barannikov, Leonid Kolodkin, Anna Pyrkova, Elena Brandt, Elena Orlova, Nikolay Fidanyan, Alena Gupaisova, Ivan Cheremisin  
**Organization:** SPN Communications, Russia  
**Entry description:** Communication Lab is an educational and networking project launched to eliminate a major gap between the Russian scientific community and society, and to teach scientists how to talk to the media. It aimed to bring to light a new professional community of science communicators, to encourage and educate them, and make them believe what they do is a profession and an important social function.

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.

More information on World Conference (#IABC15): [wc.iabc.com](http://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 [www.iabc.com](http://www.iabc.com).

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