



**IABC announces Gold Quill special award winners
and nominees; presentation of awards to occur 13
June at the 2017 World Conference in
Washington, D.C.**

The International Association of Business Communicators (IABC) has announced the special award winners of the 2017 IABC Gold Quill Awards program (#IABCgq). The Gold Quill Awards program recognizes business communication excellence globally, and is acknowledged as one of the most prestigious awards programs in the industry. Winners of this year's awards 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 awards committee. Winners will be recognized on 13 June at the Excellence Awards Gala during IABC's World Conference in Washington, D.C.

The special awards consist of:

- 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-scoring 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 "agency/team of the year" awards recognize the excellent work submitted by an agency or organization, and the winners were selected using a combined score based on the number of Gold Quill Award-winning entries and highest scores by entrants in each category. Submissions from all over the world were gathered, reviewed and judged against the IABC's high standards of communication excellence.
- Best of the Best awards: Recommended by evaluators and reviewed by the Gold Quill Awards chair, vice chair and past chair, the Best of the Best winners represented the very best entries seen across the globe.

The winners are:

Business Issue Award

Entry title: IT Security Awareness Program
Entrant: Marni Evans
Organization: Agrium, Canada
Entry description: Corporate relations was engaged by IT security to create and execute an internal communication awareness campaign to support Agrium's "IT Security Month," which ran for four weeks in June 2016. The goal: to raise awareness and provide education and guidance on the issues of IT security and online



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safety at work and home.

Sharon Berzok Student Award

Entry title: Topsy Turvy Day for State Schools' Relief
Entrants: Saania Habeeb
Organization: Deakin University, Australia
Entry description: State Schools' Relief needed a creative fundraiser to raise awareness and funds for struggling primary school children in Victoria, Australia. I developed Topsy Turvy Day. The concept was that by wearing clothes back to front, participating primary school children could experience the stigma of not having a uniform and raise money.

Jake Wittmer Award

Entry title: It's About mBC Time/Parlons Stade 4
Entrants: Pfizer Canada and NATIONAL Public Relations
Organization: Pfizer Canada, Canada
Entry description: It's About mBC Time aims to elevate public understanding of metastatic breast cancer and expand the breast cancer conversation to be more inclusive of metastatic breast cancer. The campaign was created and executed by Pfizer Canada and NATIONAL Public Relations in partnership with Canadian advocacy groups.

The 2017 “agency/team of the year” award nominees are:

Boutique Agency of the Year (five or fewer employees)

- Cropley Communications Pty Ltd, Australia
- PRM, U.S.

Small Agency of the Year (six to 20 employees)

- Development Communication Solutions, South Africa
- SimplyConnect Consulting, Texas, U.S.

Mid-Size Agency of the Year (21–50 employees)

- Gagen MacDonald, U.S.
- Argyle Public Relationships, Canada

Large Agency of the Year (51 or more employees)

- Buck Consultants, St Louis, U.S.
- PartnerComm, Inc., U.S.
- Willis Towers Watson, U.S. and Canada

Not-for-Profit Communication Department of the Year

- Vancouver Coastal Health, Canada
- SABC Pension Fund, South Africa
- Texas A&M Foundation, U.S.



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Corporate Communication Department of the Year

- Telia Lietuva, Lithuania
- NAB, Australia
- The City of Calgary, Canada

The winners of the “agency/department of the year” and Best of the Best awards will be announced at the Excellence Awards Gala.

For more information on World Conference (#IABC17), visit 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.

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