

**2010 IABC CANADA
SILVER LEAF
CALL FOR ENTRIES**

IABC CANADA SILVER LEAF AWARDS 2010 CALL FOR ENTRIES

AT A GLANCE

ENTRY DEADLINE: Monday, August 16

TIME FRAME:

All work must have originated in Canada and be implemented, published or broadcast between **January 1, 2009 and June 1, 2010**. If a long-term strategy was developed prior to January 1, 2009, and hasn't been entered in this competition, it is eligible for entry.

ENTRY FEES:

Entrant	Hard copy per entry	Electronic copy per entry	Join and enter*
IABC members	\$125 plus GST	\$85 plus GST	Add \$275
Students	\$40 plus GST	\$25 plus GST	Add \$50
Non-members	\$170 plus GST	\$145 plus GST	

WHERE TO SEND FEES AND A COPY OF THE ENTRY FORM

SummersDirect (the administrative office)
Unit 308 – 104 Loutit Road
Fort McMurray, AB
T9K 0A2

WHERE TO SEND ENTRIES AND A COPY OF THE ENTRY FORM

Claire Watson, ABC, APR
2010 IABC Canada Silver Leaf Chair
Farm Credit Canada / Financement agricole Canada
1800 Hamilton Street, P.O. Box 4320
1800, rue Hamilton, C.P. 4320
Regina SK S4P 4L3

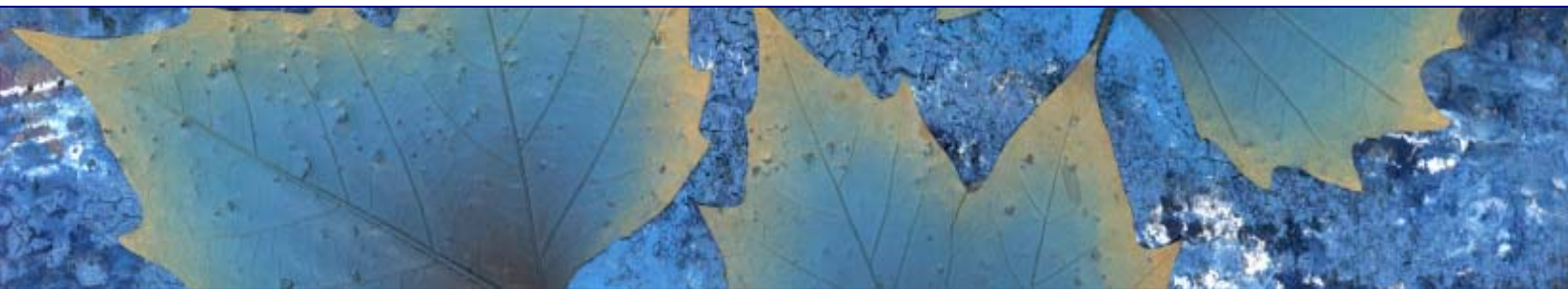
WORK PLAN SPECIFICATIONS (ALL WORK PLANS MUST BE CREATED IN A FONT SIZE NO SMALLER THAN 10 POINTS)

- Four pages for Communication Management
- Three pages for Communication Skills
- Two pages for Creative Execution

CHECK LIST

- Does the work plan address the content required in the sub-headings of the entry?
- Have you carefully proofed and edited the submission to ensure it is clear and concise and free of spelling and grammar errors?
- Does the work plan fit within the required format and length?
- Have you read the Marks of a Winner document on the Silver Leaf website that explains what the judges are looking for?
- Entries cannot be faxed or emailed.

QUESTIONS: Email Claire Watson at Claire.Watson@fcc-fac.ca



IABC CANADA SILVER LEAF AWARDS
2010 CALL FOR ENTRIES

ALL THAT GLITTERS IS NOT ALWAYS GOLD – SOMETIMES IT'S SILVER

Think silver. Silver bullet. Silver arrow. Silver sword. Silver screen. Silver Leaf! Harder than gold, glittering brilliant white, and a tribute to the passion for excellence of Canadian communicators across the country.

This year's Silver Leaf Awards competition is worth its weight in gold!

We've ramped up our judging process, so you'll receive expert feedback on all of your entries. The judges scoring grid and our "How to Judge Silver Leaf Entries" guide is published on the website, making it easy for you to check your work against the judging standards before you submit it. We've added a go-green option to protect the planet and your pocketbook and we have added new categories and expanded others to recognize the full span of communication and marketing programs, skills and creative. That means there are more opportunities for your communication know-how to shine.

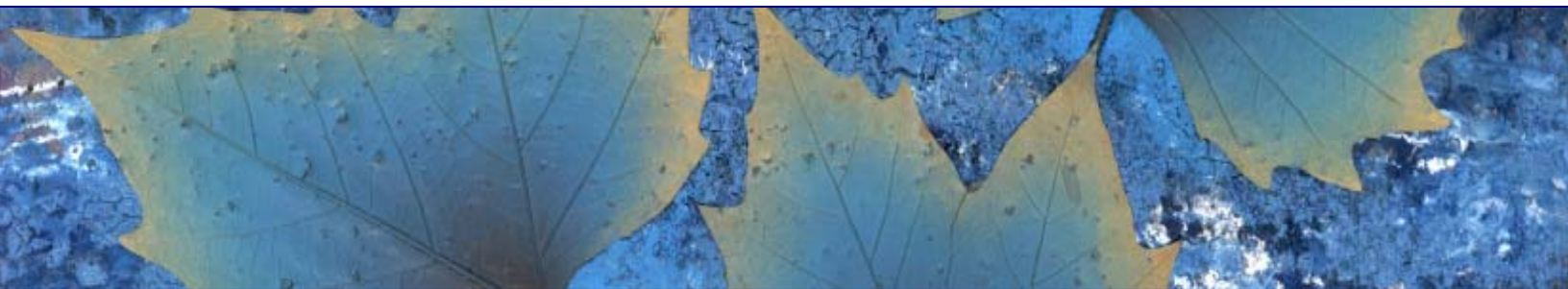
Speaking of new and different, you might notice that our creative theme has a Hollywood flair – "silver screen" to be precise. Are you ready for your close-up? Great. Then pony up to your computer, round up the usual suspects and dig in. You don't want to be one of those people saying "I coulda been a contender."

Why enter the Silver Leaf competition? Here's our top ten list:

1. Earn credibility and a reputation for excellence.
2. Ask yourself one question: 'Do I feel lucky?' Go ahead and make your day!
3. Contribute to the business-savvy reputation of communicators committed to business results.
4. We all go a little mad sometimes.
5. Build your resume and open doors that lead to speaking engagements, more friends and new job opportunities or clients.
6. You want to have what she's having.
7. Practice for the IABC Gold Quill Awards.
8. Be a legend in certain circles.
9. Use the entry for your accreditation portfolio.
10. Make your team and your CEO proud of effective work championed by a best practice organization. Be the king of the world!

Pay no attention to the man behind the curtain and even if you never drink wi-i-ine, there'll be plenty of ways to celebrate. Yes, you had me at "hello" and while tomorrow may be another day, there's no time like the present. The Silver Leaf competition is the stuff that dreams are made of.

May the Force be with you, always. Aaaaawl-right-y-then. It's SHOWTIME!



IABC CANADA SILVER LEAF AWARDS 2010 CALL FOR ENTRIES

THE COMPETITION

The IABC Silver Leaf Awards reward strategic thinking and creative execution for excellence in communication, advertising, marketing, photography and graphic design in Canada.

Distinguish your work in three divisions:

- Communication Management
- Communication Skills
- Creative Execution

Each entry will be evaluated by a team of qualified IABC judges.

NEW CATEGORIES

This year we've added six new categories and expanded four:

Division 1

- Crisis Communication and Issues and Reputation Management – **expanded**
- Change Management – **new**
- Corporate Social Responsibility and Social Marketing – **new**
- Social Media – **new**
- Non-profit Promotion – **new**

Division 2

- Print Publications – **expanded**
- Writing – **expanded**
- Broadcast Writing – **new**

Division 3

- Outdoor or Indoor 3D – **expanded**
- Broadcast or Print Production – **new**

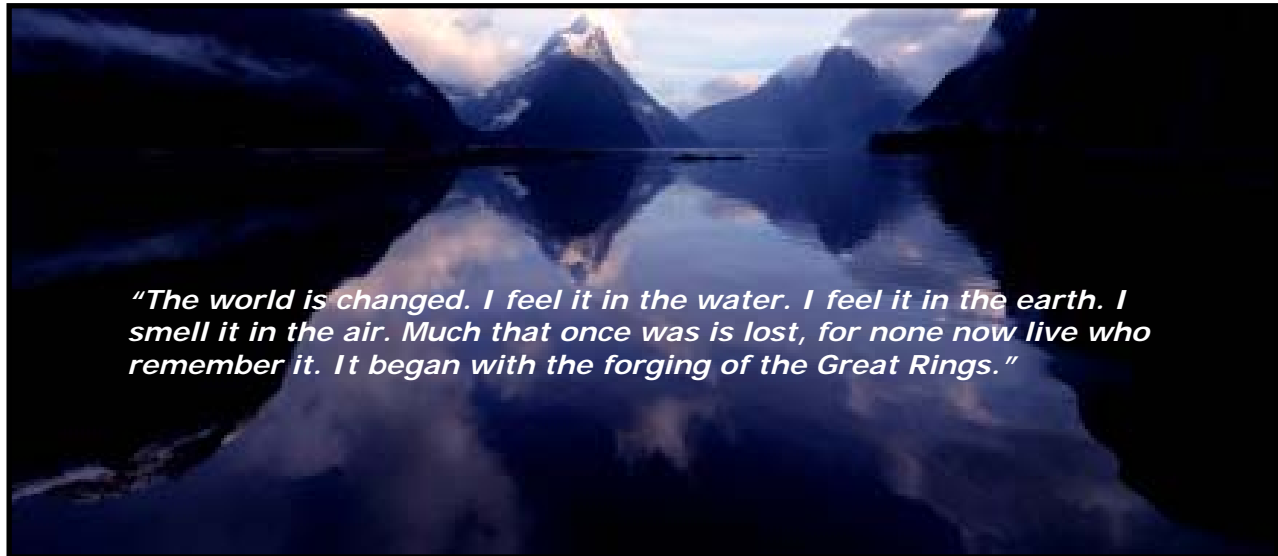
NEW STUDENT CATEGORIES

What about Mary? We believe our young guns have a lot to contribute to the future of the profession. So we've created some running room to encourage student members to try their wings. Now student members can enter work in the student categories listed for each division.

We look forward to receiving your entries. Winners will be announced in October.

DIVISION 1

COMMUNICATION MANAGEMENT



New Zealand film producer, Peter Jackson, set the stage for a new era of film production with J.R.R. Tolkien's epic fantasy, Lord of the Rings. At a cost of \$270 million, the film was shot in three parts over 14 months. The trilogy demonstrated excellence at the box office. Worldwide promotion was so well done, box office receipts were over \$1.1 billion. The legacy lives on today in artwork, music, video games and promotional material.

How well would the integrated marketing communication plan for Lord of the Rings score in the Silver Leaf competition?

OVERVIEW

The Communication Management division includes projects, programs and campaigns defined by communication strategies and represent the full range of strategic planning and management skills including research, planning, implementation, measurement and evaluation.

Entries in this division might include a combination of communication materials or focus on a single communication tool within a larger campaign. Entrants must demonstrate how they applied the full range of research, planning, management, and measurement skills. The work plan must demonstrate how the entry contributes to the organization's overall business strategies.

Note: Work plans in this division are limited to four pages and a font size no smaller than 10 points. Individual elements of a program such as brochures, websites and newsletters can also be entered in the Communication Skills or Creative Execution divisions.

**CATEGORY 1
STRATEGIC COMMUNICATION PROCESSES**

Work in this category focuses on communication research and includes brand and culture audits, employee and market research, competitive benchmarking, idea generation, business or service delivery process, audience analysis, projects that demonstrate communication principles and training programs that align or enhance the delivery of communication within an organization or among key audience groups. The entrant must include benchmark research, recommendations, and details of the execution or proposed execution plan.

**CATEGORY 2
CRISIS COMMUNICATION AND ISSUES AND REPUTATION MANAGEMENT**

Work in this category is targeted at external and internal audiences, and address trends and issues or attitudes that have a significant impact on an organization, such as labour relations, crises, mergers, acquisitions, social responsibility, public policy and the environment.

**CATEGORY 3
EMPLOYEE COMMUNICATION**

Communication strategies targeted at internal audiences or audience segments, including those focused on providing information, creating awareness, influencing opinion or behaviour change are entered in this category. This includes programs focused on leadership communication, ethics, morale and internal culture.

**CATEGORY 4
HUMAN RESOURCES AND BENEFITS COMMUNICATION**

This category includes programs targeted at internal audiences that deal with health and welfare, savings and pension, stock and compensation, recruitment and retention or total rewards.

**CATEGORY 5
CHANGE MANAGEMENT (NEW)**

This category includes programs that create awareness, desire, and reinforce behaviours related to change management initiatives including those focused on the

implementation of new business processes or direction, management communication, internal culture or external change initiatives that impact customer or member audiences. An integrated change communication plan must be included.

**CATEGORY 6
COMMUNITY RELATIONS**

These programs are targeted to community audiences including campaigns and ongoing programs that seek to influence awareness, behaviour, loyalty, reputation or opinion and raise funds or impact competitive positioning. This category includes not-for-profit and volunteer organizations.

**CATEGORY 7
MARKETING COMMUNICATION**

These communication, marketing, or integrated marketing communication strategies are designed to improve brand identity, inspire loyalty or sell products or services – campaigns or ongoing programs with integrated internal and external components or targeted at external audiences.

1. Programs under \$25,000
2. Programs between \$25,000 and \$50,000
3. Programs between \$50,000 and \$250,000
4. Programs over \$250,000

**CATEGORY 8
MULTI-AUDIENCE COMMUNICATION**

These communication programs are targeted to several internal and/or external audiences, and include campaigns or ongoing programs designed to influence behaviour, reinforce reputation, increase knowledge or raise awareness such as brand identity programs, investor and customer relations and knowledge management initiatives.

1. Programs under \$25,000
2. Programs between \$25,000 and \$50,000
3. Programs between \$50,000 and \$250,000
4. Programs over \$250,000

CATEGORY 9

SPECIAL EVENTS – INTERNAL OR EXTERNAL

This can be an event that marks a significant occasion supporting the goals of an organization, for example, an anniversary, official opening, product launch, road show, conference, and customer or employee appreciation event.

CATEGORY 10

MEDIA RELATIONS

Campaign or ongoing program targeted to the news media.

CATEGORY 11

CUSTOMER OR MEMBER RELATIONS

These programs are targeted at customer or member audiences, and include relationship management, research, brand positioning, loyalty programs and reputation management.

CATEGORY 12

CORPORATE SOCIAL RESPONSIBILITY AND SOCIAL MARKETING (NEW)

These programs may be targeted at broad publics, customers, employees, communities, governments or funding agencies that address sustainable development, economic, social or environmental issues. This includes economic revitalization, cultural preservation, third-world development, education, literacy, health, poverty reduction, employment, the environment, indigenous and heritage protection programs, and advocacy-based communication designed to influence audience opinion or behaviours toward a cause or an industry.

CATEGORY 13

GOVERNMENT RELATIONS

Programs targeted at government bodies and government agencies.

CATEGORY 14

BRAND COMMUNICATION

This category includes branding strategies and demonstrates brand positioning related to research findings. It comprises brand architecture and positioning, changes in corporate identity and design solutions that address the brand communication challenge. Winners in this category demonstrate the research underlying brand changes.

CATEGORY 15

ELECTRONIC AND DIGITAL COMMUNICATION

This includes computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools such as electronic newsletters, annual reports, and internet and intranet sites.

CATEGORY 16

SOCIAL MEDIA (NEW)

These programs encompass a fast-evolving range of new tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online.

They can be distinguished by a heightened desire to engage an internal or external public in interactive conversation. Tools may include blogs, podcasts, social networks such as LinkedIn, Facebook and MySpace, content networks including wikis and message boards, presence networks and micro-blogging such as Twitter, content sharing sites such as YouTube, Flickr and Del.icio.us, and virtual networking platforms such as Second Life.

CATEGORY 17

INTERNATIONAL COMMUNICATION

These programs are targeted at international audiences, including multinational customers, and international organizations and programs that are implemented by multinational organizations.

CATEGORY 18

MULTILINGUAL COMMUNICATION

These programs are targeted at bilingual and/or multilingual audiences.

CATEGORY 19

NON-PROFIT PROMOTION (NEW)

Entries in this category promote non-profit organizations or causes

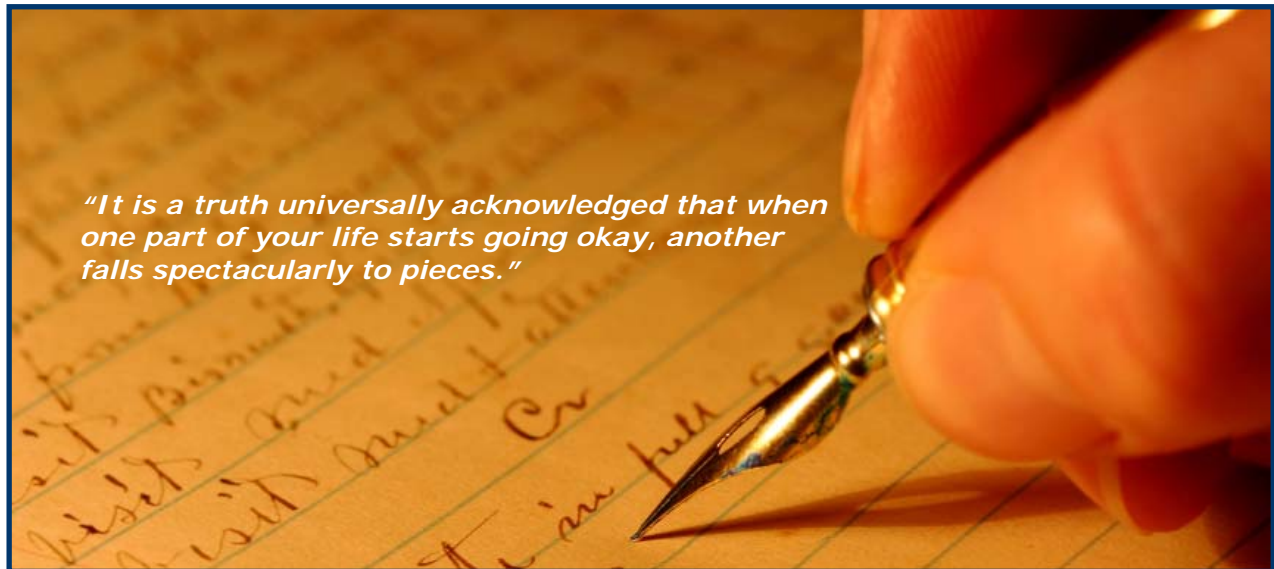
- 1. Broadcast (television, radio)**
- 2. Print**
- 3. Campaign (more than one element)**

CATEGORY 20 (NEW)

COMMUNICATION MANAGEMENT – STUDENT

This includes any program as listed above that has been completed by a student participating in a communication-related field.

DIVISION 2 - COMMUNICATION SKILLS



Who is more skilled at delivering comedy du-jour than the uncompromising Bridget Jones? With a star-studded cast (Renee Zellweger, Hugh Grant and Colin Firth), the movie grossed a cool \$71 million at the box office, and led to a sequel that scored almost as well. There's something about a straight-shooting 30-something single woman that connects with the Bridget in all of us.

OVERVIEW

Communication Skills includes marketing and communication elements that showcase technical skills such as editing, writing, design and multi-media production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results.

Note: Work plans in the Communication Skills Division are limited the three pages in a font size no smaller than 10 points. An individual element may also be entered as part of an overall program in Communication Management or Communication Creative.

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CATEGORY 1

PRINT PUBLICATIONS (EXPANDED)

This category is for production of internal or external publications in print formats, and includes:

1. Newsletters
2. Magazines
3. Annual reports
4. Special publications
5. Brochure for use by an internal audience
6. Brochure for use by an external audience

CATEGORY 2

ELECTRONIC, DIGITAL AND INTERACTIVE COMMUNICATION

This category includes computer-based communication projects produced for internal and external audiences that primarily use electronic production and/or delivery tools and includes one-way electronic communication, such as published content that audiences access online.

1. Electronic newsletters
2. Electronic annual reports
3. Websites
4. Intranet sites
5. PowerPoint presentations
6. Other electronic presentations

CATEGORY 3

WRITING (EXPANDED)

This includes original material written for a communication or marketing project such as features or columns, editorials, advertorials, news releases or feature articles, speeches, scripts, sales promotion and marketing, technical writing, training material, broadcast writing including commercials, publications for internal or external audiences, and online writing.

CATEGORY 4

AUDIOVISUAL

These programs use sound, video, film, slides, CDs or a combination for either a one-time or ongoing program.

CATEGORY 5

BROADCAST WRITING (NEW)

This category includes radio and television writing and production such as commercials or series of commercials, programs and journalism features including feature news stories that have been produced by or for a radio or television network.

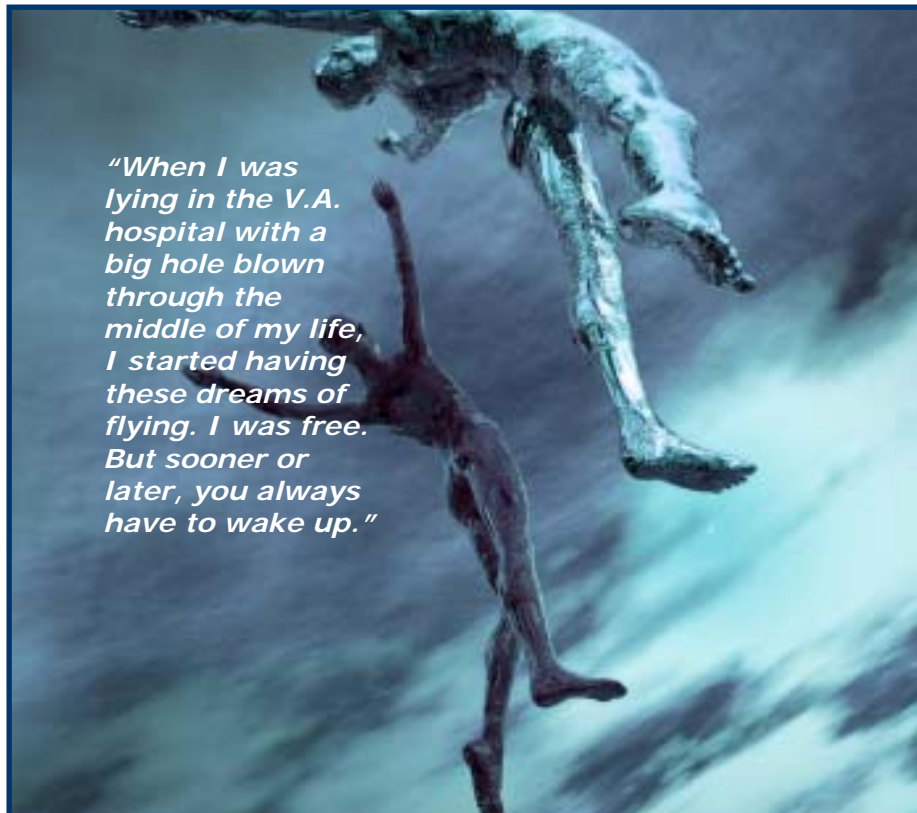
CATEGORY 6

COMMUNICATION SKILLS – STUDENT (NEW)

This includes any element as listed above that has been completed by a student participating in a communication-related field of study including internal communication, marketing, journalism, advertising, broadcast or graphic design.



DIVISION 3 - CREATIVE EXECUTION



James Cameron, producer of the Academy Award winning movie, Titanic, wrote and produced Avatar in 2009. Using the latest technology and animation techniques, the film showcases excellence in creative execution. With a promotional budget of \$150 million, it has paid over \$2.7 billion in box office receipts worldwide.

OVERVIEW

The Creative Execution division includes elements that showcase creative talent and design in print, broadcast, online and other mediums. Entrants must demonstrate inspired writing, innovation, creativity and effective design.

Note: Work plans in the Creative Execution Division are limited to two pages and a font size no less than 10 points. An individual element may also be entered as part of an overall program in the Communication Management or Communication Skills divisions.

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CATEGORY 1 PRINT DESIGN

This category is for design of internal or external publications in all formats, including electronic. This includes:

- 1. Newsletters**
- 2. Magazines (one colour or more)**
- 3. Annual reports**
- 4. Brochures and leaflets**
- 5. Electronic newsletters**
- 6. Special publications**

CATEGORY 2 GRAPHIC DESIGN

These projects involve design of brand identity or other graphic elements where design is the primary component, including photographs, cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations and special signs that appear in:

- 1. Book and magazine covers**
- 2. Posters**
- 3. Organizational identity materials such as logos**
- 4. Direct marketing including direct mail and branded gifts**
- 5. 3-D material such as T-shirts**
- 6. Illustrations**
- 7. Displays and exhibits**

CATEGORY 3 INTERACTIVE MEDIA DESIGN

This includes the design of interactive vehicles that are used with a computer such as:

- 1. Website design**
- 2. Intranet site design**
- 3. CD-ROMs or DVDs**
- 4. E-cards, banner ads, buttons, pop-ups or other online marketing elements**

CATEGORY 4 OUTDOOR OR INDOOR 3-D ADVERTISING (EXPANDED)

Outdoor advertising is intended for the general public and must be located outdoors, including, but not limited to, billboards, murals and public sculpture, outdoor and transport posters for use at bus shelters and airport terminals, wrapped buildings, cars and buses, decorations, neon signs, awnings and street furniture. Indoor advertising includes pillar ads, garbage can ads, mall displays and poster advertising, airport advertising, indoor billboards and like initiatives.

CATEGORY 5 BROADCAST OR PRINT PRODUCTION (NEW)

Entries in this category demonstrate creative and innovative use of traditional television, radio or print advertising and include:

- 1. Television commercials – single (state budget)**
- 2. Television commercials – series (state budget)**
- 3. Radio commercials – single**
- 4. Radio commercials – series**
- 5. Print (newspaper or magazine) – single**
- 6. Print (newspaper or magazine) – series**

CATEGORY 6 CREATIVE EXECUTION – STUDENT (NEW)

This category includes any element listed above that has been completed by a student participating in a communication-related field of study including internal communication, marketing, journalism, advertising, broadcast or graphic design

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HOW TO ENTER

ELIGIBILITY

- The competition is open to all communication professionals, students, and suppliers industries. All work must have originated in Canada and be implemented, published or broadcast between **January 1, 2009 and June 1, 2010**.
- If a long-term strategy was developed prior to January 1, 2009, and hasn't been entered in this competition, it is eligible for entry.
- If a long-term strategy developed before January 1, 2009 has been entered in a previous Silver Leaf competition, only new information and progress will be judged.
- Materials produced or broadcast outside this market are eligible as long as they originated in Canada.
- Include original material for the work sample. Syndicated, borrowed, reprinted or stock materials are not eligible.
- You must include written permission to submit any entries that were produced on behalf of clients on the company letterhead of those granting permission. A printed copy of an emailed letter of permission is also acceptable.
- All entries must conform to IABC's Code of Ethics.
<http://www.iabc.com/about/code.htm>
- Work done for IABC chapters or regions is eligible for this competition.

The deadline for entries is close of business, Monday, August 16, 2010.

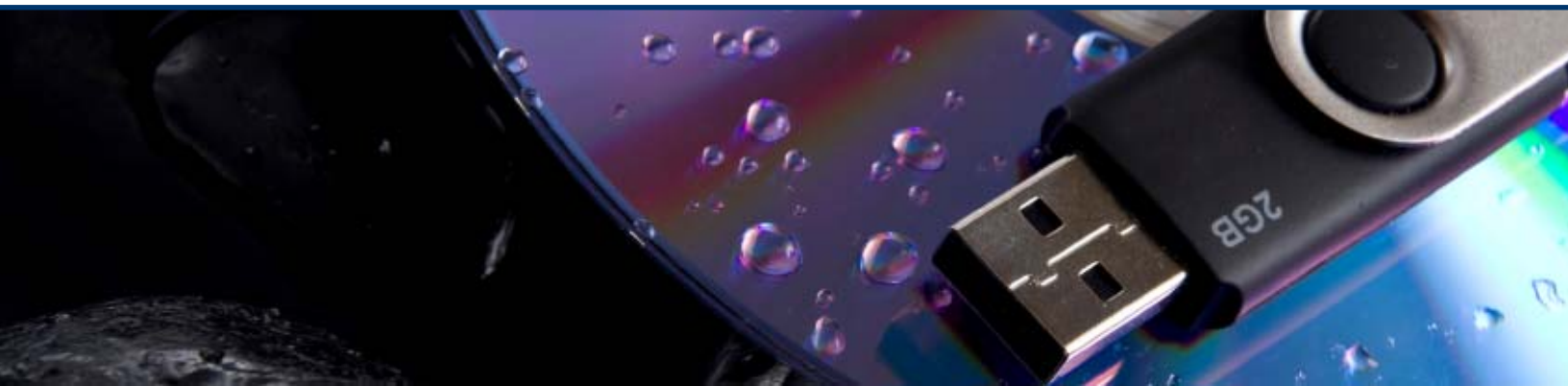
GO GREEN!

This year we're shaking things up in an effort to be environmentally friendly, efficient and cost effective. You can **choose** to submit your work samples **electronically** or in **hard copy**. We encourage you to try the electronic option this year, and receive a discounted entry fee. This savings is the equivalent of our usual early bird discount.

Entrant	Hard copy per entry	Electronic copy per entry	Join and enter*
IABC members	\$125 plus GST	\$85 plus GST	Add \$275
Students	\$40 plus GST	\$25 plus GST	Add \$50
Non-members	\$170 plus GST	\$145 plus GST	

If you submit electronically

If you choose to go green and submit your entry electronically, please bundle your work plan, work samples and any other material in one PDF file. You'll need Adobe Acrobat to create PDF files and can download a free 30-day trial version [here](#).



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To enter, send the following materials **in hard copy** (even if you decide to “Go Green”):

- Two copies of your signed entry form
- Your work plan
- If you are entering the competition on behalf of a client, include written permission to enter

Please submit your work samples **only** on a memory stick or CD, clearly labeled with the name of the entrant, division and category, and name of the entry.

If you are submitting more than one entry, **copy each to its own memory stick** or CD. Do not send multiple entries on one memory stick or CD.

Whether you submit your entries electronically or in hard copy, please follow these general guidelines:

- For the Communication Management division, work plans may not exceed four pages, no limit on the number of pages in the work sample.
- For the Communication Skills division, work plans may not exceed three pages, no limit on the number of pages in the work sample.
- For the Creative Execution division, work plans may not exceed two pages, no limit on the number of pages in the work sample.
- Entry forms are required for each category and division.
- Clearly label all elements of your entry.

If you submit a **hard copy**, the following guidelines also apply:

- Use a binder with a maximum ring size of one and a half inches. Please don't measure the spine, measure the ring size.
- Pages inside the binder should be no larger than 8.5 x 11 inches except when a piece of the work sample that's critical to your entry, such as a book or other 3-D item, exceeds the dimensions.
- Use tabs to separate and label the different sections of your entry and be sure all sections are clearly identified.
- Please don't use plastic sleeves or document protectors unless they're needed for your work sample.
- Avoid paper clips and rubber bands.

Entries will not be returned. Please keep a copy if you want to use the same material for other competitions.



WORK PLAN INSTRUCTIONS FOR COMMUNICATION MANAGEMENT AND COMMUNICATION SKILLS DIVISIONS

Click <http://canada.iabc.com/awards/silver-leaf/award-winning-examples/> for sample work plans from past IABC Silver Leaf winners. Please submit your work plan in the following format:

1. ENTRANT'S NAME

List your name, not the name of your company or organization. If you partnered with someone on the entry, you may enter a joint submission. The entrant should be the project leader or the person responsible for the majority of the development, management and execution of the entry.

2. ORGANIZATION'S NAME

List the name of the organization where you worked while the project was implemented. Advertising agencies or media companies must list the client and the agency.

3. DIVISION/CATEGORY/SUB-CATEGORY

Select the appropriate division, category and sub-category for your entry.

4. TITLE OF ENTRY

5. TIME PERIOD OF PROJECT

The entry must have produced measurable results within the time period of January 1, 2009 and June 1, 2010.

6. BRIEF DESCRIPTION

Summarize the content in two or three sentences.

7. NEED OR OPPORTUNITY

What need or opportunity did your entry address? Make sure you create context. Clearly describe the environment in which the organization operates, challenges and opportunities, and outline the impact on the business. State the communication challenge. You could look at performance, reputation, image, profits or participation. Highlight any formal or informal research findings that support your analysis. Make sure the need or opportunity is aligned with the business need and described from the perspective of communication or marketing.



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8. INTENDED AUDIENCE(S) AND AUDIENCE CHARACTERISTICS

Identify your primary audience and any other audiences. What was the audience's state of mind? What key characteristics did you consider when developing your solution? Think about psychographic and demographic characteristics, communication preferences, the impact of different age groups, the corporate culture and other factors that shape how people think, feel and behave. Share any audience research.

9. GOALS AND OBJECTIVES

Goals describe what your strategy is intended to accomplish. Think big picture. Choose only one or two key goals and make sure they are aligned with the business needs of the organization. Goals don't need to be measurable, but objectives do. Objectives should be stated in terms that are outcome-based, although you might include some output-based objectives as leading indicators. Output-based objectives typically describe volume. Finally, make sure the objectives are realistic and measurable. The SMART formula is a good guide that will help you distinguish goals and objectives from tactics. For the difference between outputs and outcomes, click [here](#), and for the SMART formula, click [here](#).

10. SOLUTION OVERVIEW

Outline your solution and the logic that supported it. Tell us why you did what you did. The solution should demonstrate your thought process, imagination and approach to problem solving. Discuss how you involved stakeholders in developing the solution. Identify key messages. Present the tactics and communication vehicles you used and tell us why you used this approach. Identify your role in the project and your level of involvement and responsibility.

11. IMPLEMENTATION AND CHALLENGES

What was your budget and how did you use the resources available to help you plan and deliver the strategy? How did you use the budget? What about the time and people who were at your disposal? Discuss any limitations or challenges that you faced when selling, implementing and communicating the program. We'll be looking for flexibility, collaboration and problem solving abilities. Note any special circumstances and tell us how you handled them.

12. Measurement of Outcomes and Outputs

How did you measure the results? Every result should be linked to one or more objectives and they should be valuable to the business, thorough and convincing. Measurement should clearly demonstrate business outcomes, although outputs are also indicators of progress toward the objectives. For example, if your media relations campaign was designed to support a product rollout, you should measure media pick up of key messages and spokespersons, and bottom-line numbers related to sales and qualified leads, instead of only measuring the number of clips and impressions. Measure quality, not just quantity.



WORK PLAN INSTRUCTIONS FOR CREATIVE EXECUTION DIVISION

1. ENTRANT'S NAME

List your name, not the name of your company or organization. If you partnered with someone on the entry, you may enter a joint submission. The entrant should be the project leader or the person responsible for the majority of the development, management and execution of the entry.

2. ORGANIZATION'S NAME

List the name of the organization where you worked while the project was implemented. Advertising agencies or media companies must list the client and the agency.

3. DIVISION/CATEGORY/SUB-CATEGORY

Select the appropriate division, category and sub-category for your entry.

4. TITLE OF ENTRY

5. TIME PERIOD OF PROJECT

The entry must have produced measurable results within the time period of January 1, 2009 and June 1, 2010.

6. PROJECT SUMMARY

Provide a summary of the project. What business need or opportunity did you address, why did it matter to the organization and why did you choose this particular approach?

7. INTENDED AUDIENCE(S)

Identify your primary audience and any other audiences. What was the audience's state of mind? What key characteristics did you consider when developing your solution? Think about psychographic and demographic characteristics, communication preferences, the impact of different age groups, the corporate culture and other factors that shape how people think, feel and behave. Share any audience research.

8. OBJECTIVES

What are the creative objectives and how did they support the business need? What did you want your audience to think, feel or do differently?

9. KEY MESSAGES/THEME

State your key messages or themes.

10. CREATIVE RATIONALE

Summarize the creative solution and tell us why you did what you did. Describe how your solution demonstrates insight and imagination. Identify your role in the project and your level of involvement and responsibility.

11. RESULTS

How did your creative solution address the business need or opportunity? Discuss your budget, resources and time frames, and show efficient use of each.

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WORK SAMPLE INSTRUCTIONS

For large programs, pick the examples that best represent your entry, instead of sending every item. Don't send a T-shirt, send a picture of a crowd of people wearing it. Ask yourself:

- If you were a member of the target audience, would the work sample capture your attention?
- Is it relevant, meaningful and memorable?
- Does your work sample portray the solution you described?

ELECTRONIC/DIGITAL ELEMENTS

Electronic and interactive work samples should be viewable on Windows or Macintosh equipment and/or software.

WEBSITES

Provide the URL of the site in your entry and representative screen captures in your work sample.

INTRANETS OR LIMITED, SECURED ACCESS SITES

Provide instructions on how to register for the site, and an account name or password. If access is a problem or there's a chance that the site may change after submission, consider submitting a tour of the work sample" video on a CD.

LARGE OR HEAVY ITEMS SUCH AS DISPLAYS, BILLBOARDS, OR SCULPTURES

Send colour photographs no larger than 8 x 10 inches.

PUBLICATIONS

For periodicals, submit three consecutive issues as a single entry. For semi-annual publications, submit both issues. For annual publications, including annual reports, submit one issue. Indicate the frequency of the publication in your work plan.

PHOTOGRAPHY

Submit your entry in the context in which it was used. For print media, submit the spread or story in which the photograph(s) appeared. For photos used in displays, bulletin boards, or other large items, send colour photographs no bigger than 8 x 10 inches.

WRITING SAMPLES

Provide evidence of where the sample appeared. For recurring features or columns, send three different samples as a single entry. For scripts, submit typed entries on 8.5 x 11-inch paper.

VIDEO OR TELEVISION

Entries must be on DVD or CD with mpeg or QuickTime files. Script and entry forms must be enclosed.

AUDIO OR RADIO

Must be on audio CD and accompanied by a script.

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MAGAZINE, NEWSPAPER ADS, DIRECT MAIL, BROCHURES AND FLYERS

Submit good quality hardcopies and/or actual printed material if not submitting electronically.

DIGITAL MEDIA AND INTERACTIVE

Submit the complete project on a CD or memory stick, except for websites. Electronic and interactive work samples should be viewable on Windows or Mac equipment and/or software. For websites, provide the URL or IP address of the site.

Remember, you can submit your entire work sample electronically and qualify for a reduced entry fee.

WHERE TO SEND SUBMISSIONS

Pay your entry fee by **credit card** or **cheque**. Make cheques payable to SummersDirect. Send your payment and a copy of the entry form for each entry to:

YOUR ENTRY FORM, (NOT ENTRY) AND PAYMENT BY MAIL, COURIER, EMAIL OR FAX TO:

SummersDirect (the administrative office)

Unit 308 – 104 Loutit Road

Fort McMurray, AB

T9K 0A2

Tel: 1-866-869-7969

Fax: 1-866-456-3114

renee.summers@summersdirect.com

YOUR ENTRY AND A COPY OF THE ENTRY FORM (DO NOT INCLUDE PAYMENT) BY MAIL OR COURIER TO:

Claire Watson, ABC, APR

2010 IABC Canada Silver Leaf Chair

Farm Credit Canada / Financement agricole Canada

1800 Hamilton Street, P.O. Box 4320

1800, rue Hamilton, C.P. 4320

Regina SK S4P 4L3

Tel/Tél. : 306-780-3961 Cell/cell. : 306- 539-8906 Fax/Télec. : 306- 780-5703

E-mail/Courriel : claire.watson@fcc-fac.ca

Questions? Contact Claire at Claire.Watson@fcc-fac.ca.

Please ensure that all material is properly marked when packaged or emailed. IABC Canada accepts no liability for damage or loss of materials entered in this competition. Entries will not be returned.

**IABC CANADA SILVER LEAF AWARDS
2010 CALL FOR ENTRIES**

2010 IABC SILVER LEAF AWARDS ENTRY FORM

General information	
Entrant's name	
Organization	
Client or agency	
Address	
Phone	
Email	
FAX	
Division and category	
Title of entry	

Submit work that has originated in Canada and implemented, published or broadcast between **January 1, 2009 and June 1, 2010**. If a long-term strategy was developed prior to January 1, 2009, and hasn't been entered in this competition, it is eligible for entry. If a long-term strategy developed before January 1, 2009 has been entered in a previous Silver Leaf competition, only new information and progress will be judged.

If the entry is submitted by a consultant or an agency, please include a letter of permission from the client.

Indicate your membership status and the appropriate fee. Payment must be in Canadian dollars.

Entrant	Status	Hard copy per entry	Electronic copy per entry	Join and enter*
IABC members		\$125 plus GST	\$85 plus GST	Add \$275
Students		\$40 plus GST	\$25 plus GST	Add \$50
Non-members		\$170 plus GST	\$145 plus GST	

PAYMENT METHOD

Payment method	Card number	Expiry	Name on Card
Visa			
American Express			
MasterCard			
Cheque			

By entering my work in the 2010 IABC Silver Leaf Awards, I grant IABC rights, title and interest to reproduce my work in IABC print and electronic vehicles if my entry wins an award.

Signature _____ Date _____

IABC CANADA SILVER LEAF AWARDS 2010 CALL FOR ENTRIES

JUDGING

To protect the integrity of the program, all entries are judged by qualified IABC judges.

For Communication Management entries, 50 per cent of the score will be based on the work plan and 50 per cent on the work sample. For Communication Skills entries, 40 per cent of the score will be based on the work plan and 60 per cent on the work sample. For Creative Execution entries, 25 per cent of the score will be based on the work plan and 75 per cent on the work sample.

Judges evaluate entries on a 7-point scale with zero being the lowest score and 7 being the highest. An entry is considered to be competent if it scores at least 4. Entries must receive 5.25 to receive a Merit award. Entries scoring 5.75+ receive an Award of Excellence. We've modeled the Silver Leaf judging forms after the ones used for the IABC Gold Quill Awards. Click [here](#) to see the judging forms.

Entries are judged against international standards set by the International Association of Business Communicators (IABC).

Your entry will be disqualified if:

- Either the entry fee or the entry is received after the final deadline
- Payment is insufficient for the total number of entries
- Your entry includes mainly syndicated, borrowed, reprinted or stock material
- Your entry is the work of another person and you had no direct involvement
- The work plan exceeds the stated length limits
- The entry form is incomplete or inaccurate
- The work plan, entry form or sample is faxed
- The work plan was not completed and in use between January 1, 2009 and June 1, 2010 unless the entry spans multiple years or has not be previously evaluated

IABC CANADA SILVER LEAF AWARDS 2010 CALL FOR ENTRIES

FREQUENTLY ASKED QUESTIONS

Can I resubmit an entry?

Yes, as long as the following two conditions apply. First, your entry must not have won an award in the previous year's program. Second, work on the project and/or measurement must extend into the current year.

Can I wait and submit this year's work in next year's competition?

The 2010 Silver Leaf program will accept work produced prior to 2010 as long as the work or measurement extended into 2010. If the entry is a multi-year project or program, only the materials related to the measurable results documented in 2010 will be considered.

Can I submit the same entry more than once in the same year?

You may submit the same entry in any category where it fits the category description. For example, if you are submitting a multi-media campaign targeted at several audiences, you may enter it in Marketing Communication, Community Relations, Multi-Audience Communication and Customer-Member Relations. You may submit elements of the campaign in different categories within Communication Skills and Communication Creative. You must pay a separate entry fee for each category you enter and provide separate supporting documents with each entry.

Can I enter several different projects?

You may submit as many entries as you wish. If you are entering several different projects, submit a separate entry form, work plan and work sample for each entry. You must pay a separate entry fee for each category you enter.

If my project was created by a team, which name do I use as the entrant's name?

The entrant should be the person who is principally responsible for the development, management and execution of the entry. If you want to recognize your team, submit the entry form and the work plan with your name and refer to the team, such as Jane Oliver and Team Canada. The name on the entry form must match the name on the work plan.

If a project was created by an agency and a client, who enters it?

Either one can enter, as long as the entrant includes a letter of consent acknowledging the different roles in the project, and written permission to disclose corporate information as part of the entry requirements. If the material is proprietary, be sure to clearly indicate this on your entry and entry form. Entries that do not include this letter of permission will be disqualified.

How do I know if my entry has been received?

If you want to ensure confirmation of receipt, send your entries and fees using a traceable form of delivery.

How are entries judged and types of awards determined?

Judges evaluate entries on a 7-point scale with zero being the lowest score and 7 being the highest. An entry is considered to be competent if it scores at least 4. Entries must receive 5.25 to receive a Merit award. Entries scoring 5.75+ receive an Award of Excellence. We've modeled the Silver Leaf judging forms after the ones used for the IABC Gold Quill Awards. Click [here](#) to check out the judging forms.

IABC CANADA SILVER LEAF AWARDS 2010 CALL FOR ENTRIES

How are entries scored?

Winning entries must demonstrate that they met clearly stated objectives, show originality and demonstrate results based on measured outcomes. Judges consider how well a program was conceived and executed, how appropriate the chosen strategy and objectives were for the desired results, and how the outcomes are measured and achieved.

For Communication Management entries, 50 per cent of the score will be based on the work plan and 50 per cent on the work sample. For Communication Skills entries, 40 per cent of the score will be based on the work plan and 60 per cent on the work sample. For Creative Execution entries, 25 per cent of the score will be based on the work plan and 75 per cent on the work sample.

Do entrants receive feedback?

For each entry submitted, entrants receive a one-page evaluation form with scores and brief comments from judges. All evaluation forms will be mailed or emailed to entrants in November 2010.

How are winners notified and recognized?

Award-winning entries will be notified in the fall of 2010 and recognized nationally on the IABC Canada website and locally at a chapter event.

What happens to the entries once the competition is over?

Entries will not be returned, so please do not send irreplaceable material. We are not responsible for lost or damaged entries.

Which category or division should I enter?

For questions about specific categories and divisions, email Claire Watson at Claire.Watson@fcc-fac.ca.