

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

BRITISH COLUMBIA

2014 Bronze Quill Awards

CALL
FOR
ENTRIES

BEST IN BC

*Bronze
Quill
Awards*

Your Time to Shine

To enter, and for information on what to include in your submission, visit

iabc.bc.ca/bronze-quill



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WELCOME

YOUR TIME TO SHINE IS NOW! I'm pleased to present the 2014 Bronze Quill Call for Entries – your opportunity to get the recognition you deserve for the strategic work you do. I'm even more pleased that this year the submission process is fully electronic and we've aligned the divisions and categories directly with Gold Quill, which gives you more options for entering.

As always, this provincial awards program celebrates excellence by providing communications professionals with the framework for not only entering their work for peer review (and possibly an award), but also for honing strategic planning skills. The process of capturing goals and intent, outlining the research that supports planning, and explaining the solution rollout and results helps practitioners in all communication disciplines be more strategic on the job.

With the move to online submissions and a broader range of opportunities to submit within, there's no reason not to enter. I believe you'll find everything you need to know in the following pages, but please be in touch if you have questions or need a gentle nudge to get the process started!



Erin Driscoll, ABC
Chair, 2014 Bronze Quill Awards

DEADLINES	4:30pm PST
EARLY BIRD	Friday, March 14, 2014
FINAL	Friday, April 4, 2014

Time Frame

All eligible work must be implemented, published or broadcast between January 2012 and the day of submission. If a long-term strategy was developed prior to January 2012 and hasn't previously been entered, it is eligible for entry. If you entered your work in 2012 or 2013 and didn't win an award, you may revise and re-enter your project. Entries that have won in previous years may not be resubmitted.

Entry Fees

IABC MEMBER

Early Bird	\$85 + \$4.25 GST = \$89.25 (Additional entries, each: \$75 +GST)
Final	\$100 + \$5.00 GST = \$105.00 (Additional entries, each: \$90 +GST)

NON-MEMBER

Early Bird	\$110 + \$5.50 GST = \$115.50 (Additional entries, each: \$100 +GST)
Final	\$125 + \$5.75 GST = \$120.75 (Additional entries, each: \$115 +GST)

ENTER ONLINE AT iabc.bc.ca/bronze-quill

**Bronze Quill
at-a-Glance**

BEST IN BC
Bronze Quill Awards

QUICK FACTS

Entries accepted from Friday through April 4, 2014.

Enter and pay online in four divisions and 43 categories.

A trained cast of trained evaluators from out of province will review your submission and provide solid feedback. If you've got lots of great work to share, enter multiple categories within one division and across divisions.

Scoring is based on a scale from 0 to 7. All entries with a final score of 5.0 to 5.49 receive a Bronze Quill Award of Merit. Entries scoring 5.5 and above receive a Bronze Quill Award of Excellence, representing the highest level of communication excellence. There is no award for entries with a score below 5.0.

For Division 1, 2 and 4 entries entries, 50 percent of the score is based on the work plan and 50 percent on the work sample. For Division 3 entries, 35 percent of the score is based on the work plan and 65 percent on the work sample.

The RULES

Your entry fee must be received before the final deadline of April 4, 2014.

If you enter early, you must upload your entry before the deadline noted to qualify for the reduced rate.

Full payment must be received for all entries you submit.

Work plans across all categories are limited to four pages using a font size no smaller than 10 point.

Work done for IABC at the international level is not eligible for this program.

If your entry depends mainly on syndicated, borrowed, reprinted or stock material, it may be disqualified.

If you're a consultant or agency, include the written permission of your client on company letterhead.

DIVISION 1 COMMUNICATION RESEARCH MANAGEMENT

ENTRIES IN THIS DIVISION RECOGNIZE THE IMPORTANCE OF RESEARCH AND MEASUREMENT AS A FOUNDATION FOR STRATEGIC COMMUNICATION WORK AND A COMPETENCY THAT'S INTEGRAL TO SUCCESS THROUGHOUT THE CAREER OF A COMMUNICATION PROFESSIONAL.

CATEGORY 1: INTERNAL COMMUNICATION RESEARCH

- Formative research conducted during the initial stages of the strategic communication planning process that benchmarks external audience opinions or behaviors, profiles the marketplace or external communication environment in which the organization operates, aligns best practices against organizational needs or informs strategic direction for external communication programs
- May include audience analysis, competitive benchmarking, secondary research related to best practices, program or product test markets and reputation or brand studies

CATEGORY 2: INTERNAL COMMUNICATION MEASUREMENT

- Research that measures the impact of internal communication programs, strategies, vehicles or channels on audience groups and business needs
- May measure the effectiveness of internal communication strategies, programs, channels or vehicles through communication dashboards, or through readership, viewership, knowledge, or benefits and compensation surveys

CATEGORY 3: EXTERNAL COMMUNICATION RESEARCH

- Formative research conducted during the initial stages of the strategic communication planning process that benchmarks external audience opinions or behaviors, profiles the marketplace or external communication environment in which the organization operates, aligns best practices against organizational needs or informs strategic direction for external communication programs
- May include audience analysis, competitive benchmarking, secondary research related to best practices, program or product test markets, and reputation or brand studies

CATEGORY 4: EXTERNAL COMMUNICATION MEASUREMENT

- Research that measures the impact of external communication programs, strategies, vehicles and channels, including print, broadcast, social media or other external marketing activities such as trade conferences, special events and charitable activities, either for a campaign or an ongoing program

CATEGORY 5: RESEARCH INNOVATION

- Innovative research programs or tools that may combine research methodologies to overcome survey/ research fatigue; engage hard-to-reach participants; demonstrate inspired uses of qualitative methods, sampling methods or question/ questionnaire design; or other innovative ways of addressing the research goals
- Formative internal and/or external research including but not limited to consumer, media, attitudinal or online research, or measurement of the impact of communication on business results in terms of cost, efficiencies, share price, brand value or sales

Hearing about what my peers were doing at the Gala also made me proud—of them and myself. To be recognized with the best forced me to stop diminishing my accomplishment and own it.

Tracy Bains
Bronze Quill Winner

DIVISION 2 COMMUNICATION MANAGEMENT

THIS DIVISION FOCUSES ON STRATEGIC COMMUNICATION PLANNING AND EXECUTION OF INTERNAL, EXTERNAL AND INTEGRATED PROGRAMS

CATEGORY 7: INTERNAL COMMUNICATION

- Programs or strategies targeted at employee or member audiences
- Includes programs that create awareness and influence opinion or behavioral change, including those focused on ethics, morale, internal culture or change management
- May involve improving employee understanding and alignment with business direction, improving face-to-face communication, preparing employees for change, integration of organizational cultures caused by an acquisition or downsizing, an internal brand ambassador program or a program to inspire pride in the organization

CATEGORY 8: EMPLOYEE ENGAGEMENT

- Local, regional, national or international programs or strategies that profile the role of strategic communication as a driver in improving employee engagement
- Entries must focus on the communication elements of these programs, which could include contribution to program development and promotion through various communication vehicles and channels
- May include employee recognition and employee volunteer programs, including programs that benefit charitable or philanthropic causes, or that recognize employees' organizational contributions or achievements

CATEGORY 9: LEADERSHIP COMMUNICATION

- Programs or strategies that help leaders become more effective communicators, improve the quality of leadership communication within an organization, or improve leader knowledge and the ability to use communication as a business driver
- Tactics may include tool kits with speaking notes, games or other tools that help leaders communicate a specific topic, and special publications with information and support for leadership communication

CATEGORY 10: SAFETY COMMUNICATION

- Programs or strategies that focus on improving awareness, understanding and behaviors related to safety issues within an organization

CATEGORY 11: HUMAN RESOURCES AND BENEFITS COMMUNICATION

- Programs or strategies targeted at internal audiences that relate to communication of health and welfare, savings and pension, stocks and compensation or recruitment and retention initiatives

CATEGORY 12: CHANGE COMMUNICATION

- Communication strategies that support organizational change
- May be directed at internal or external audiences or both

CATEGORY 13: GOVERNMENT RELATIONS

- Short- or long-term programs that influence the opinion or actions of government bodies or agencies
- May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry

CATEGORY 14: COMMUNITY RELATIONS

- A one-time or an ongoing program that enhances stakeholder understanding of issues affecting business operations within the community served
- Seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities
- Tactics and supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

CATEGORY 15: MEDIA RELATIONS

- Strategies or ongoing programs that use the news media as the primary channel to reach target audiences and seek to influence awareness, understanding and opinion or motivate action
- Should demonstrate quality of media coverage and its impact on the organization—quantity of media stories alone is not considered a valid measurement in this category

CATEGORY 16: CUSTOMER RELATIONS

- Strategies or ongoing programs targeted at customer audiences that educate, inform, engage or otherwise connect the organization and its employees to the customer
- Programs may influence reputation, brand awareness and loyalty, and market position
- May include relationship management, experience standards or appreciation programs but must be focused on communication and marketing elements

CATEGORY 17: ADVERTISING CAMPAIGNS

- Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services
- Generally short-term in nature and may use a variety of communication vehicles and channels such as radio and television commercials, newspaper and magazine ads, flyers, brochures, the Internet, email, social media, outdoor, transit or mall advertising, posters, street teams, and guerrilla marketing tactics

CATEGORY 18: MARKETING COMMUNICATION

- Marketing is defined as the systematic planning, implementation and control of a variety of business activities intended to bring buyers and sellers together
- May include various activities designed to sell products, services, destinations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels
- Broader than advertising campaigns, although advertising is often an element of a marketing program

CATEGORY 19: CORPORATE SOCIAL RESPONSIBILITY

- Programs or strategies that communicate social responsibility and encourage positive actions while building awareness and reputation and positioning the organization as a good corporate citizen
- May be targeted to multiple audiences and influence share price and customer loyalty, retention and recruitment, operational efficiency and increased sales
- Generally long-term and focused on enhancing the well-being of communities and populations through causes such as the environment, energy sustainability, food safety, economic stability, employment, poverty reduction, literacy, education and health, cultural preservation, and indigenous and heritage protection

CATEGORY 20: ADVOCACY COMMUNICATION

- Programs or campaigns that seek to influence the attitudes and opinions of audiences toward an issue, cause, point of view or organization that in turn can sway government decisions or regulations
- Generally long-term, these programs may use a variety of communication vehicles and channels designed to raise awareness, create understanding, influence opinion, create buy-in and motivate change that positively impacts the organization or the issue

CATEGORY 21: INTERNATIONAL COMMUNICATION

- Long- and short-term programs or strategies targeted at international audiences, including multinational consumers, international organizations, or global issues or trends
- May include communication work done by multinational bodies to influence audience opinion and action

CATEGORY 22: ISSUES MANAGEMENT AND CRISIS COMMUNICATION

- Programs targeted at external and/or internal audiences that address trends, issues or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy or environmental concerns
- Programs may demonstrate proactive planning and preventative action during an extraordinary event, or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization

CATEGORY 23: GOVERNMENT COMMUNICATION PROGRAMS

- Programs and strategies specific to government organizations at the municipal, state, provincial, regional, federal, national or international level
- May be targeted to one or more audiences, and include internal, external or integrated communication strategies or programs

CATEGORY 24: NONPROFIT CAMPAIGNS

- Programs recognizing the particular challenges of the nonprofit sector
- May include multiple internal or external audiences
- Promote nonprofit organizations or causes
- May be paid projects or pro-bono projects donated to the client by an organization, agency or consultancy; entries will generally have a small budget or none at all

CATEGORY 25: BRAND COMMUNICATION

- Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences
- Must demonstrate how research findings were used to inform the brand strategy, and discuss the strategic approach and results
- May include brand characteristics and attributes, changes to corporate identities and design solutions that address the challenges of brand communication (must be more than a logo redesign)

CATEGORY 26: SOCIAL MEDIA PROGRAMS

- Engages internal and external audiences in conversation through social media
- Encompasses tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online
- May use conversation-enabled publishing platforms such as blogs and podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms

CATEGORY 27: MULTI-AUDIENCE COMMUNICATION

- Any strategy or program targeted at more than one internal and external audience
- Programs align internal and external communication strategies, demonstrate the full range of communication skills, and showcase multiple areas of expertise such as media relations, employee communication, marketing, branding, crisis management, communication research and measurement, and other disciplines

CATEGORY 28: FINANCIAL COMMUNICATION

- Entails strategies, tactics and tools used to share financial data and recommendations with investors and other interested parties
- Includes investor relations functions that integrate finance, communication, marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders

Your peers and colleagues will applaud you, and you'll stand out from the crowd for promotions and new openings.

Heather Prime, ABC
Bronze Quill Winner

DIVISION 3 COMMUNICATION SKILLS

THE COMMUNICATION SKILLS DIVISION INCLUDES MARKETING AND COMMUNICATION ELEMENTS THAT SHOWCASE TECHNICAL SKILLS SUCH AS EDITING, WRITING, DESIGN AND MULTIMEDIA PRODUCTION. ENTRIES IN THIS DIVISION ARE GENERALLY TACTICAL IN NATURE. ENTRANTS MUST DEMONSTRATE STRATEGIC ALIGNMENT, THE CREATIVE PROCESS AND MEASURABLE RESULTS

CATEGORY 30: DIGITAL COMMUNICATION VEHICLES

- Computer-based communication vehicles defined as the end product that are produced for internal or external audiences, and rely on a digital communication channel for delivery
- May include electronic newsletters, electronic annual reports, special publications, CDs or DVDs, e-cards, banner ads, buttons, pop-ups and similar material
- Generally one-way communication that offers published content online

CATEGORY 31: DIGITAL COMMUNICATION CHANNELS

- Electronic and interactive communication channels such as websites, intranets, online stores, blogs, podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms

CATEGORY 32: AUDIO/VISUAL

- Communication vehicles produced using sound, images, video, film, slides, CDs or a combination of these elements
- May include video, audio, PowerPoint or other presentations, and films
- Does not include advertising commercials

CATEGORY 33: PUBLICATIONS

- Publications produced for internal or external audiences in all formats, except electronic
- May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, and similar material

CATEGORY 34: PUBLICATION DESIGN

- Design of internal or external publications in all formats, including electronic
- May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, e-newsletters, and similar material

CATEGORY 35: OTHER GRAPHIC DESIGN

- Communication projects where design is central to the effectiveness of the vehicle
- May include cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations and special signs
- Work may appear on book and magazine covers, posters, organizational identity (logo), product labels and packaging, direct marketing, 3-D materials and illustrations

CATEGORY 36: SPECIAL EVENTS – INTERNAL

- Planning and execution of a special event for an internal audience
- May include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement

CATEGORY 37: SPECIAL EVENTS – EXTERNAL

- Planning and execution of a special event for an external audience
- Examples include conferences, workshops, anniversaries, official openings, product launches, road shows and customer events

CATEGORY 38:
PHOTOGRAPHY WITHIN A COMMUNICATION
VEHICLE

- Original photographs created or commissioned for a communication project that demonstrates strategic use of images to tell a story or connect with the audience in a meaningful way
- Includes single or multiple use of photos

CATEGORY 39:
MARKETING, ADVERTISING AND
SALES VEHICLES

- Involves the creative concept, writing and production of marketing, advertising and sales vehicles where the emphasis is on the growth of sales through increased customer and consumer awareness **INCLUDES:**
- Traditional radio, television, newspaper and magazine print ads (single or series), and advertorials
- Outdoor advertising including, but not limited to, billboards; murals and public sculpture; posters; wrapped buildings, cars and buses; decorations; neon signs; awnings; and street furniture
- Indoor advertising, including pillar ads, garbage can ads, mall displays, poster advertising and airport advertising, indoor billboards, and similar vehicles
- Online and interactive promotions and activities, including banner ads, website ads, advertising on social media sites such as Facebook and YouTube, and other uses of the Internet to reach audiences
- Sales tools such as product information sheets, direct mail, promotional kits, and specialty items

CATEGORY 40:
PUBLIC SERVICE ANNOUNCEMENTS

- Video or audio productions of one minute or less distributed to television or radio stations as unpaid public service announcements
- Print ads distributed to newspapers and/or magazines as unpaid public service announcements

CATEGORY 41:
WRITING

This Category includes writing in traditional and electronic formats:

JOURNALISM:

- Material in which the news media is the primary communication channel
- May include but is not limited to editorials, interpretive/expository articles, news releases, and feature stories

CORPORATE WRITING:

- Material written primarily for use by an organization to inform or educate employees or external stakeholders
- May include recurring features or columns, magazines, newsletters, internal or special publications, stand-alone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, internal publications, technical writing, and annual and special reports

PROMOTIONAL WRITING:

- Material written to persuade customers, consumers, employees or stakeholders to adopt a point of view or to purchase goods or services
- May include commercials, advertising, marketing or sales promotion material, advertorials and writing for the Web

NONPROFIT WRITING:

- Material written to promote nonprofit organizations, including IABC regional and chapter events

WRITING – SPECIAL PROJECTS:

- Books (fiction and nonfiction), educational material, scripts for theatrical use, and other writing projects not covered above

DIVISION 4

COMMUNICATION TRAINING AND EDUCATION

THIS NEW DIVISION RECOGNIZES THE MENTORSHIP AND EDUCATION ROLE OF CONSULTANTS AND SENIOR COMMUNICATORS IN DEVELOPING AND DELIVERING WORKSHOPS, CLASSES, SEMINARS OR TRAINING THAT EDUCATES AN AUDIENCE ABOUT ANY ASPECT OF THE COMMUNICATION PROFESSION. THIS DIVISION INCLUDES ALL COMMUNICATION DISCIPLINES AND PROFESSIONAL COMPETENCIES

CATEGORY 43: INTERNAL COMMUNICATION TRAINING

- Training or educational programs delivered to an internal audience that help to improve their communication competencies
- May include supervisor/manager/ leader training in communication skills, presentation skills and employee ambassador development, in addition to media training, speaker's bureau training, and other communication disciplines

CATEGORY 44: EXTERNAL COMMUNICATION TRAINING

- Communication training delivered to an external audience that helps to improve knowledge and understanding of the broad range of communication disciplines and skills
- May include presentations for conferences, university classes, seminars or workshops, as well as media and executive coaching

CATEGORY 45: INSTITUTIONAL COMMUNICATION TRAINING

- Communication education developed as part of a curriculum and taught within educational institutions that helps to improve the skills and expertise of students
- May include strategic communication planning and related elements, and encompass the broad range of communication skills, disciplines and research

CATEGORY 46: COMMUNICATION EDUCATION TOOLS

- Tools such as books, manuals, white papers, guides, workbooks, and other materials that teach key competencies and help to position communication as a key business driver
- May test, refine or expand communication practices, or critically review issues relevant to the profession

The Bronze Quill was not only validation that I was on the right track, but doing it well, too—which was an amazing feeling!

Karin Basaraba, ABC
Bronze Quill Winner

YOUR TIME TO SHINE

The IABC/BC Bronze Quill Awards is a provincial-level program that recognizes excellence in communication across a broad range of disciplines. There are multiple award categories that cover everything from internal and external communications to social media and graphic design. Unlike the Oscars, there isn't only one winner per category. If an entrant's submission meets the requirements, the entrant receives an award.

There are a number of benefits to receiving a Bronze Quill Award:

Enhance your credibility. Winning a peer-reviewed award is an honour that will make your reputation and your résumé shine.

Hone your craft. Judges provide feedback to all entrants, whether they receive an award or not. This feedback will help you refine your skills and shape your career.

Strengthen your network. The Awards Gala gives you an opportunity to meet and learn from other communicators, providing you with a unique networking opportunity that may help advance your career.

An award-winning entry is one that demonstrates a value-added contribution to the client or organization – using a strategic thought process with clearly defined goals and objectives, showing an understanding of the audience, and showing effective, measured results against objectives. If this reflects the type of work you do, why not showcase it for others to see?

Anyone who does communications work can apply, whether you work in corporate communications, not-for-profit settings, agencies, government departments or as a sole practitioner – if you wish to add credibility to your practice, submit an entry.



BEST IN BC
Bronze Quill Awards

Winners Receive

- A personalized IABC/BC Bronze Quill award trophy
- Recognition at the bronze quill awards gala
- Mention in a national media release



The International Association of Business Communicators is a professional network of about 15,000 business communication professionals in more than 80 countries. IABC provides members with opportunities for professional development and sets a standard of excellence in business communications.

The BC Chapter of IABC is one of North America's largest chapters. With more than 600 members, the Chapter has an international reputation for progressive, professional communication.

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