

2012 IABC OTTAWA EXCEL AWARDS – CALL FOR ENTRIES

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

IABC OTTAWA
Excel Awards
2012

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2012 IABC Ottawa Excel Awards – Call for Entries

About IABC

The International Association of Business Communicators (IABC) Ottawa Chapter is the voice of Ottawa's communications industry. As such, the IABC Ottawa Excel Awards program gives you the opportunity to showcase your work in front of the Ottawa communications, marketing and creative design community.

The IABC Ottawa Chapter Excel Awards program will promote winners in a variety of ways to professionals across the National Capital Region, including publication on our website, and inviting local media to the Excel Awards Gala.

An award at any level can help you and your department, company, or organization showcase your abilities, strengths and accomplishments. It might just help you justify that budget increase, earn that raise, obtain that dream position, or win that next piece of business.

If you are looking to pursue accreditation in the near future, an award-winning entry will help you sharpen your strategic thought process, as the process of preparing your entry is very similar to that of preparing your portfolio, which is part of the process of becoming an Accredited Business Communicator (ABC).

Prove that your work is exceptional and take the time to celebrate your success by entering your work in the 2012 IABC Ottawa Excel Awards program!

5 Reasons to Enter

1. Let the communications community know who you and your work are!
2. Receive recognition internally and externally for strategic communications excellence.
3. Market yourself to your peers, prospective clients, and potential future employers.
4. Start on the path to accreditation.
5. Prove the value of your work to yourself and your colleagues.

Excel Awards – SECTION 1: the Big Questions

What do I win?

There are two levels of Excel Awards – an Award of Excellence and an Award of Merit. The level of award depends on your total score.

Winners of an Award of Excellence will receive a beautiful, one-of-a-kind Excel Award statue.

Winners of an Award of Merit will receive a plaque.

All Excel winners will be recognized at the 2012 Excel Awards Gala on Tuesday, June 5, 2012 at The Westin Ottawa; profiled on IABC Ottawa's website in the 2012 Excel Winning Entries section; featured in communications material such as IABC Ottawa's e-newsletter and media material around the awards; and shared via IABC Ottawa's multiple social media channels (all with entrant's permission).

Can I submit multiple entries?

You may submit as many entries as you wish as long as they meet the individual requirements of the selected category/ies. For example, the same program/project can be entered into several categories. Remember to tailor each entry to the specific category. IABC Ottawa offers submission packages for those with more than one entry. (The same project may not be submitted in the same category by different individuals.)

Excel Awards – SECTION 2: the Categories

There are 20 categories grouped in three divisions:

- [Communication Management](#)
- [Communication Skills](#)
- [Communication Creative](#)

In addition, there are five categories for students:

- [Student Division](#)

Review the list of categories below and select the appropriate category or categories for your entry. Selecting the right category can be integral to your success.

For assistance with your application, please refer to the [Preparing Your Entry](#) or [FAQ](#) sections of the 2012 IABC Ottawa Excel Awards Call for Entries document; or email awards@ottawa.iabc.com.

Choose your category carefully

The divisions and categories help the judges assess whether your entry achieved its goals. If your entry is clearly submitted to the wrong category, you may be disqualified and your entry fee will not be returned. The judges recognize that some entries fit in several categories and may permit some latitude in such cases.

Multiple categories

The same project, or parts of a project, may be submitted in different categories. You should, however, create a distinct work plan for each entry (i.e., do not write one work plan and submit it to more than one category). You may submit as many entries as you wish, but separate fees apply for each entry.

DIVISION 1: COMMUNICATION MANAGEMENT

The Communication Management division covers projects, programs and campaigns that are guided by a communication strategy. Entries to this division can be submitted by any type of organization, from governments to retail companies to services such as utilities and health care. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation and evaluation. Entries may include a combination of communication materials.

Note: Individual elements of a communication program, such as brochures, websites and newsletters, can also be entered in the [Communication Skills](#) and/or [Communication Creative](#) divisions.

CATEGORY 1: GOVERNMENT RELATIONS

Programs targeted at government bodies and government agencies.

CATEGORY 2: COMMUNITY RELATIONS

Programs targeted at community audiences, including non-profit and volunteer organizations.

CATEGORY 3: MEDIA RELATIONS

Programs that used the news media as the main channel for reaching target audiences.

CATEGORY 4: MARKETING COMMUNICATION

Programs aimed at marketing products and/or services to an external audience.

CATEGORY 5: CRISIS COMMUNICATION / ISSUES MANAGEMENT

Programs targeted at external and/or internal audiences that address trends, issues, and/or attitudes that have a significant impact on an organization, such as labour relations, crises, mergers, acquisitions, public policy, or environmental concerns.

CATEGORY 6: EMPLOYEE COMMUNICATIONS / HR RELATIONS

Programs targeted at employee or member audiences. This category includes programs that create awareness and influence opinion or behavioural change, and those focused on management communication, ethics, morale, internal culture, or change management; as well as programs targeted at employee or member audiences that deal with health and welfare, savings and pension, stocks and compensation, or recruitment and retention.

CATEGORY 7: BRAND COMMUNICATION

This category includes strategies for new brands and for repositioning existing brands. Winners in this category demonstrate the research used to shape brand changes. Programs include brand architectures, changes to corporate identities, and design solutions that address the challenges of brand communication.

CATEGORY 8: SPECIAL EVENTS – INTERNAL OR EXTERNAL

This category includes any event that marks a significant occasion that supports the goals of an organization. For example, an anniversary, official opening, product launch, road show, conference, customer event or employee appreciation event would be eligible.

CATEGORY 9: SOCIAL RESPONSIBILITY

Programs targeted at community audiences, governments, or funding agencies that focus on sustainable development or other economic, social, or environmental issues. This category may include programs for international aid, public awareness, corporate social responsibility, economic revitalization, cultural preservation, education, literacy, health, poverty reduction, employment, and indigenous and heritage protection.

CATEGORY 10: ELECTRONIC AND DIGITAL COMMUNICATION

These programs are computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. These tools include electronic newsletters, electronic annual reports, websites, and intranet sites. This category includes predominantly one-way electronic communication: published content that audiences access online. Please consider carefully whether your program fits this category or Category 11, Social Media.

CATEGORY 11: SOCIAL MEDIA

These programs encompass a quickly evolving range of new tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online. These tools and practices are intended to engage an audience (whether internal or external) in conversation, rather than broadcast information in one direction. If you have questions on whether your entry qualifies for this category, please email awards@ottawa.iabc.com.

The tools and techniques currently available include (but are not limited to):

- Conversation-enabled publishing platforms (blogs, podcasts, etc.)
- Social networks (LinkedIn, Facebook, MySpace, Dopplr, etc.)
- Democratized content networks (Digg, wikis, message boards, etc.)
- Presence networks/microblogging (Twitter, Jaiku, etc.)
- Content-sharing sites (YouTube, Flickr, Del.icio.us, etc.)
- Virtual networking platforms (Second Life, There.com, etc.)

Want to enter a social media campaign but think it will fit better in a category in the Communication Skills or Communication Creative divisions? That's fine, as long as you're clear about the fit, and be sure to check the differences in the way the work plan is presented.

DIVISION 2: COMMUNICATION SKILLS

The Communication Skills division includes communication products (publications, advertising, websites, newsletters, etc.) that showcase technical skills such as editing, writing and design. In addition to overall excellence, entrants must demonstrate creativity, measurable results and strategic alignment with business goals.

Note: An individual communication product may also be entered as part of an overall program in the [Communication Management](#) division.

CATEGORY 12: ELECTRONIC AND INTERACTIVE COMMUNICATION

Entries in this division use electronic production and/or delivery mechanisms to provide audiences with information. Interactive programs should allow substantial user control over the environment. This category includes: electronic newsletters, electronic annual reports, Internet (www) sites, intranet (internal web) sites, wikis, podcasts, blogs, interactive communication programs—internal audience, interactive communication programs—external audience and interactive presentations.

CATEGORY 13: AUDIOVISUAL

Programs in this category use sound, video, film, slides, CDs or a combination of these elements. This includes projects such as:

- Video programs/overall productions
- Audio-only programs
- Slide-and-sound programs
- Films

CATEGORY 14: PUBLICATIONS

This category includes internal or external publications in all formats except electronic. Examples include:

- Magazines (one colour or more)
- Newspapers
- Magapapers/tabloids
- Newsletters
- Annual reports
- Special publications

CATEGORY 15: WRITING

This category encompasses original material written for a particular communications project. This includes:

- Personality profiles
- Recurring features or columns
- Stand-alone features
- Editorials

DIVISION 3: COMMUNICATION CREATIVE

The Communication Creative division includes projects that showcase creative talent and design that also perform communicative functions. Redesign projects are also included in this division. Entrants must demonstrate innovation, creativity, strategic alignment with an organization's business goals, and effective visual communication.

Note: An individual product may also be entered as part of an overall program in the [Communication Management division](#).

CATEGORY 16: PUBLICATION DESIGN

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

- Magazines (one colour or more)
- Newspapers
- Magazines/tabloids
- Newsletters
- Annual reports
- Brochures and leaflets
- E-newsletters
- Special publications

CATEGORY 17: OTHER GRAPHIC DESIGN

This category is for projects that involve creating an organizational brand identity or other graphic project where design is the primary communication function. This includes cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations, special signs, etc. that appear in:

- Book and magazine covers
- Posters
- Organizational identity materials (logos, etc.)
- Product labels and packaging
- Direct marketing (direct mailings, branded gifts, etc.)
- 3-D materials (T-shirts, etc.)
- Illustrations

CATEGORY 18: INTERACTIVE MEDIA DESIGN

Design of electronic and interactive media elements refers to interactive products that are used with a computer. This includes:

- Website design
- Intranet site design
- CD-ROMs or DVDs
- E-cards, banner ads, buttons, pop-ups, etc.

CATEGORY 19: COMPLETE CAMPAIGN

Entries in this category must be intended for the general public, and demonstrate creative and innovative use of traditional and/or electronic advertising media for campaign purposes. Entries must have utilized at least two of the following tactics:

- Internet
- Film/TV
- Radio
- Print
- Outdoor
 - Billboards
 - Murals and public sculpture
 - Outdoor and transport posters (for use at bus shelters, airport terminals, “wrapped” buildings, cars, etc.)
 - Decorations, neon signs, awnings, street furniture, etc.

CATEGORY 20: PHOTOGRAPHY

Original photographs created or commissioned for a particular communication project. This includes:

- Single photos
- Photo essays

STUDENT DIVISION

CATEGORY 1: SOCIAL MEDIA/ TECHNOLOGY

Social Media/Technology entries should demonstrate creative use of technology, such as the Internet, in a communication project. Entries may include:

- Website or intranet
- Interactive communication programs or presentations
- CD-ROM or DVD
- Blogs
- Wikis
- Social networks
- Content-sharing sites
- Podcasts
- E-cards, banner ads, buttons, pop-ups, etc.
- Publication production/graphic design for web- or computer-based publications (e-newsletters, magazines, e-books, etc.)
- Writing for the web (profiles, features, editorials, articles, news releases, sales promotion/marketing, technical writing, scripts, speeches, columns, etc. that appeared online)

Electronic and interactive work samples should be viewable on Windows or Macintosh equipment and/or software. For websites, provide the URL or IP address of the site in your entry. For intranets or limited, secured access sites, provide registration instructions, account name or password. Consider submitting a “Tour of Work Sample” video (of five minutes or less) on a CD-ROM if access could be a barrier to evaluation, or if the site will change after submission. Electronic entries will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used in the judging, or if judges cannot view or install work samples using the instructions provided. Summarize your CD-ROM, DVD or other electronic medium (a screen shot with caption, a storyboard of select scenes, etc.) in your work plan.

CATEGORY 2: PUBLICATIONS

Design and writing for publications in all formats, except electronic.

- Magazines
- Newsletters
- Newspapers
- Magapapers/tabloids
- Special publications
- Annual reports

CATEGORY 3: WRITING

This category includes original material written for a particular communication project.

- Personality profiles
- Recurring features or columns
- Editorials
- Articles
- News writing
- News releases
- Sales promotion/marketing
- Technical writing
- Scripts
- Speeches

CATEGORY 4: COMMUNICATION CAMPAIGNS

Communication campaigns should address research and background, planning, goals and objectives, execution/implementation and evaluation/results (any documented results or how you would measure results if the campaign were implemented).

- Internal programs
- External programs and campaigns
- Community relations
- Customer relations
- Media relations
- Marketing relations
- Other

CATEGORY 5: COMMUNICATION CREATIVE

Communication creative includes elements that showcase creative talent and design through an essentially communicative function. Entrants must demonstrate innovation, creativity, strategic alignment and effective graphics communication.

- Other graphic design: Design of an organizational brand identity or other graphic project where design is the primary communication function. Includes cartoons, drawings, paintings, collages, posters, displays, special signs, book and magazine covers, logos, product labels and packaging, 3-D materials, illustrations.
- Complete Campaign: Includes billboards, murals and public sculpture, outdoor and transport posters, neon signs, awnings, street furniture, etc.
- Photography: Original photographs created or commissioned for a particular communication project. Includes single photos, photo essays, photo montages, etc.
- Video/film: Innovative and fun use of video and film.

Excel Awards – SECTION 3: Preparing Your Entry

Eligibility

Your entry must:

- Include original material for the work sample. Syndicated, borrowed, reprinted or stock materials are not accepted.
- Meet entry deadline: Monday, March 26, 2012 (early bird discount pricing) or Friday, April 13, 2012 (final).

Single Submission

	Early Bird – received by March 26, 2012	Regular – received by April 13, 2012
IABC Member	\$75	\$95
Non-Member	\$95	\$115
Student	\$50	\$50

Multiple Submissions

	Early Bird – received by March 26, 2012		Regular – received by April 13, 2012	
Submission Package	5 entries	10 entries	5 entries	10 entries
IABC Member	\$360	\$705	\$460	\$905
Non-Member	\$460	\$905	\$560	\$1,105

- Include work that was produced and measured in 2012 or prior if the work or evaluation extended into 2012. Entries that won before may not be submitted again.
- Include written permission to submit the entry from clients, agencies, suppliers and other key project participants, on the company letterhead of those granting permission. A printed copy of an emailed letter of permission, signed by the client or other key participants, is also acceptable.
- Include all required elements, such as an electronic copy and hard copy of your work plan.
- Be sure to allow enough time for delivery to the appropriate coordinator.
- Conform to [IABC's Code of Ethics](#)
- Do not include work done for IABC or the IABC Research Foundation at the international level. However, work done for IABC chapters and districts or regions is eligible.

Rules for writing your work plan

Think of your work plan as an executive summary of your communication strategy. Submit both an electronic copy on a CD-ROM, DVD or USB key and a hard copy of the work plan. Be sure to label your submission with the entrant's name, entry title and entrant's organization (see How to label your work plan below).

Create a tailored work plan for each entry. Do not write one work plan and submit it to more than one category. Submit both an electronic copy on a disk or CD-ROM and a hard copy of the work plan. Be sure to label your CD with the entrant's name, entry title and entrant's organization (see How to label your work plan below).

Specifications for each Division

- [Communication Management](#) work plans must not exceed four pages.
- [Communication Skills](#) work plans must not exceed three pages.
- [Communication Creative](#) work plans must not exceed two pages.

How to label your work plan

List the following information at the top of your 2-, 3- or 4-page work plan and not on a separate page:

- Entrant's name: Give only one name. This must be the person who was principally responsible for the development, management and execution of the entry. The entrant's name on the entry form must match the name on work plan. Failure to comply with this requirement may result in disqualification. If you win an Excel Award, IABC will contact you by email to see if you want to add additional names for recognition.
- Entrant's organization: Give the name of your organization.
- Client organization or outside agency (if applicable): If the work you are submitting was not done for your organization, include the name of the organization for which the project was designed. If you are no longer affiliated with the organization the project was designed for, or are an outside supplier (e.g., an agency or freelancer), you must include the organization's written approval of the project on their company letterhead along with your entry.
- Title of entry: Choose a name that clearly describes your entry.
- Division and category: List the division number and name (e.g., Division 2, [Communication Skills](#)) and category (e.g., Category 19, Audiovisual) for your entry. See the [list of categories](#) for more information
- Time period of project: Specify when the communication project took place.
- Brief description: Provide a one- or two-sentence description of your entry.

Work plans for Communication Management and Communication Skills

To write work plans for Divisions 1 and 2, use the following format (including these headings):

- Business Need/opportunity. What need or opportunity did your communication project address? Clearly describe the issues the organization faced, and outline any impact these issues had on performance, reputation, image, profits, participation, etc. Highlight any formal or informal research findings that support your analysis of the need or opportunity.
- Intended audience(s). Identify your primary audience and any other audiences. What was the audience's state of mind? What key audience characteristics did you take into account when developing your solution? Consider psychographic as well as demographic characteristics. Describe any research you did on your audience.
- Goals and objectives. Goals describe what your communication project was designed to accomplish. Choose one or two key goals to describe in detail. These goals should be aligned with your organization's future needs. Objectives should be realistic and measurable, and should examine outcomes such as quantity, quality, time, cost, percentages or other criteria. These measures are often financial, but not always. If your measurements are not financial, be sure to note this in your description.
- Solution overview. Outline your project's 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. Identify your role in the project and your level of involvement and responsibility.
- Implementation and challenges. State your project budget. It does not matter if the budget was small. Show that you made efficient use of money. Discuss time frames. Describe any limitations or challenges that you faced when com-

municating and implementing your ideas. (Judges are looking for flexibility and a capacity to resolve problems and negotiate solutions.) Note any special circumstances and discuss how they were addressed.

- Measurement/evaluation of outcomes. How did you measure your project’s results? Every result should be linked to one or more objectives. Results must be shown to be valuable, thorough and convincing
- Measurement should demonstrate outcomes, not outputs.

How did you measure your project’s results? Every result should be linked to one or more objectives. Results must be shown to be valuable, thorough and convincing. Measurement should demonstrate outcomes, not outputs.

For example, if your media relations campaign was designed to support a product roll-out, you should measure bottom-line figures about sales targets or the number of qualified sales leads, rather than just measuring the number of clips and impressions, or advertising value equivalent.

If your challenge was to improve employees’ understanding of an issue, you must show that their knowledge increased as a result of the communication plan you implemented.

Work plans for Communication Creative

To write work plans for Division 3, use the following format (including these headings):

- Project summary. Give an overview of your project. What business need or opportunity did your solution address?
- Intended audience(s). Identify your primary audience and other audiences. Describe the key characteristics (needs, preferences, demographics, etc.) that you took into account when developing your solution. Describe any research you did on your audience.
- Objectives. What were your project’s creative objectives? What outcome did you target? How did your creative objectives address your organization’s business need or opportunity?
- Key messages/theme. What messages or themes were most critical to convey? State your key messages or themes.
- Creative rationale. Summarize the creative solution and the logic that supported it. 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.
- Results. In what way did you achieve your project’s objectives? How did your creative solution address the business need or opportunity? Demonstrate the effectiveness of your solution by showing increases in sales, traffic, participation or other quantifiable outcomes. Discuss your budget, resources and time frames, and show efficient use of each.

Scoring guidelines

Judges score both your work plan and your work sample. [View the Excel Awards judges’ evaluation forms online.](#)

Division	Maximum work plan length	Scoring
1: Communication Management	4 pages	50% work plan; 50% work sample
2: Communication Skills	3 pages	40% work plan; 60% work sample
3: Communication Creative	2 pages	25% work plan; 75% work sample

Rules for preparing your work sample

The work sample is the supporting material that illustrates your communication program. It can include DVDs, publications, design work, writing samples, photography, computer programs, etc. You may also include products such as scripts, an executive summary of the research results, the media buy, etc. Your work sample should represent the scope of your work.

The work sample can be either electronic or a hard copy, and is the physical example of your communication project—for example, a newsletter, podcast or website. Please send the highest-quality samples you can afford.

A word about the size of your hard-copy entry/entries

[All entries can be submitted online here.](#)

Hard-copy entries are also accepted. All hard-copy entries should be contained inside a binder that has a maximum ring diameter of one inch (2.55 centimetres) or less. (Do not measure the spine; measure the ring size.) Pages inside the binder should be no larger than 8.5 by 11 inches (A4 size outside the Americas, or 21 by 29.7 centimetres).

Be sure to organize and condense your work to provide a representative overview of your project. Do not go over the size limit. While a binder is preferred, entries enclosed in a folder or envelope will be accepted but should not exceed one inch in thickness. If the entry is submitted in a folder or envelope and is more than one inch thick, you will be disqualified.

The only exception to the size limit is when a single piece of your work sample that is critical to your entry—such as a videotape, book or 3-D item—exceeds the dimensions. In this case, you may package the piece with your work sample. However, the rest of your supporting material must meet size requirements.

Use tabs to separate and label the different sections of your entry (i.e. entry form, work plan, work sample) and be sure all sections are clearly identified. Avoid paper clips and rubber bands. If something can be three-hole-punched, avoid using plastic sleeves—consider using plastic sleeves only for materials such as photos. Use re-sealable plastic pouches for DVDs, CDs, videos, etc. Label all the elements of your entry in case they become separated. Once you complete your entry, label the binder or folder with the name of your entry and send it to the appropriate Excel Awards coordinator.

Technical specifications

- Electronic/digital elements. Electronic and interactive work samples should be viewable on Windows or Macintosh equipment and/or software.
- For websites, provide the URL or IP address of the site in your entry.
- For intranets or “limited, secured access” sites, provide instructions on how to register for the site, along with an account name or password. If access may be a barrier to evaluation, or if there’s a chance the site may change after submission, consider submitting a “Tour of Work Sample” video (of five minutes or less) on a CD-ROM.

Electronic entries will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used in the judging, or if judges cannot view or install work samples using the instructions provided. Provide a summary of your CD-ROM, DVD, USB key or other electronic medium (a screen shot with caption, a storyboard of select scenes, etc.) in your work sample.

- Large and/or heavy items (displays, billboards, sculptures, etc). Send colour photographs (no larger than 8 by 10 inches, or 20.3 by 25.4 centimetres) of large and/or heavy items.
- Publications. For periodicals, we suggest that entrants submit three consecutive issues as a single entry (for both printed and electronic versions). For semi-annual publications, submit both issues. For annual publications, including

annual reports, submit one issue. Indicate the frequency of the publication (monthly, quarterly, semi-annual, etc.) in your work plan. Publication formats are defined as follows:

- o Magazines—printed on coated or glossy paper, generally 8.5 by 11 inches (A4 size outside the Americas, or 21 by 29.7 centimetres), saddle-stitched or perfect bound.
- o Newspapers—printed on newsprint, approximately 16 by 23 inches (40.6 by 58.4 centimetres).
- o Magapapers/tabloids—printed on coated or high-quality paper, generally 12 by 14 inches (30.5 by 35.6 centimetres) or larger.
- o Newsletters—printed on newsprint or glossy paper, smaller in size than newspapers or magapapers, generally four to eight pages on 8.5 by 11-inch paper (A4 size outside the Americas, or 21 by 29.7 centimetres).
- 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 (a tear sheet is preferred). For photos used in displays or bulletin boards, or other cases where size is prohibitive, send an 8 by 10-inch (20.3 by 25.4-centimeter) photograph of the entire project and one close-up photo.
- Programs and campaigns. Submit a complete, concise entry that illustrates the entire campaign. To do this, enclose representative samples of multiple program elements. Submit colour photographs (no larger than 8 by 10 inches, or 20.3 by 25.4 centimetres) of large or bulky samples.
- Writing samples. Provide a tear sheet or other evidence of where the sample appeared. For recurring features or columns (Category 21), send three different samples as a single entry. For scripts (Category 21), submit typed entries on 8.5 by 11-inch paper (A4 size outside the Americas, or 21 by 29.7 centimetres).
- DVDs. Submit programs in the standard format appropriate to the geographic area in which they will be judged.

Be selective with your work sample

For larger communication programs, pick those examples (clips, photos, etc.) that best represent your entry, rather than sending every item. For example, don't send a T-shirt—send a picture of a crowd of people wearing it. As a final check, 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 as described in the work plan?

Judging

Entries are composed of two parts: the work plan and the work sample. Entries are judged on technical excellence, creativity and innovation, effectiveness in identifying and responding to an organization's or community's needs, the delivery of measurable outcomes and the overall success of the project.

[You may access Excel Awards judges' evaluation forms, for all four divisions here.](#)

Excel Awards – SECTION 4: FAQ

How do I submit my campaign?

Please note that we encourage as many entrants as possible to [submit their campaign online here](#).

Alternately, you may submit your campaign by mail to this address:

IABC Ottawa Excel Awards
c/o Kelly Rusk
55 Metcalfe, Suite 730
Ottawa, ON K1P 6L5

Can I resubmit an entry?

Yes, as long as the following two conditions apply:

- Your entry must not have won an Excel Award in the previous year's program.
- Work on the project and/or measurement must extend into the current year. For example, an entry could be resubmitted to the 2012 Excel Awards if it was not a winner in last year's program and the work and/or measurement extended into 2012.

Can I wait and submit this year's work in next year's (2013) competition?

The 2013 Excel Awards program will accept work produced prior to 2012 as long as the work and/or measurement extended into 2012. You may also submit work produced before 2011 if the work and/or measurement extended into 2012. Entries that won last year may not be submitted again.

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

You may submit the same entry in as many different categories that apply to that entry. You must tailor your work plan to fit each category and pay a separate entry fee for each category you enter. However, you may use a single entry form to submit your entry to multiple categories.

Can I submit several different projects for entry?

You may submit as many different entries as you wish. If you are entering several different projects, submit a separate entry form, work plan and work sample for each entry. Separate fees apply for each entry.

If my project was created by a team, which name do I use as the entrant's name? How do I ensure that other members of the team receive credit for working on the project?

The entrant's name should be the primary contact person who is principally responsible for the development, management and execution of the entry, and is submitting the project on behalf of the team. This person should fill in and submit the entry form. The entrant's name must match the name on the work plan. The number of people who worked on the project team will not

affect the judging process. If your entry wins an award, the contact person listed will then be asked whether any other project team members should be formally recognized for the award. The entrant must be the lead person on the project.

IABC membership belongs to an individual, not an organization. The primary contact person and lead on the project entering the awards must be a member of IABC to receive the member price. You cannot submit an entry under another person's membership number. This may result in disqualification and your entry fee will not be refunded.

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

Either one can enter. If the material is proprietary, be sure to clearly indicate this on your entry and entry form.

IABC membership belongs to an individual, not an organization. The primary contact person and lead on the project entering the awards must be a member of IABC to receive the member price. You cannot submit an entry under another person's membership number. This may result in disqualification and your entry fee will not be refunded.

How do I know if my entry has been received?

If you enter online, you will receive confirmation when you submit. If you are submitting by mail or courier, send your entries and fees using a traceable form of delivery in order to ensure confirmation of receipt.

How are entries judged and types of awards determined?

Excel Awards coordinators recruit a network of judges who evaluate all entries. Two judges use standardized criteria to evaluate each entry. Entries must score at least 5.25 out of 7 possible points to be named finalists. Those entries that score between 5.25 and 5.74 receive an Award of Merit certificate. Entries that score 5.75 or higher receive an Award of Excellence and will be recognized at the IABC Ottawa Excel Awards Gala with the presentation of a trophy. There is no limit to the number of awards that can be presented in each category. All judges' decisions are final.

[View the judges' evaluation forms here.](#)

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.

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 by post to entrants after the public presentation of awards on Tuesday, June 5, 2012.

How are winners notified and recognized?

All Excel winners will be recognized at the IABC Ottawa 2012 Excel Awards Gala on Tuesday, June 5, 2012 at The Westin Ottawa; profiled on IABC Ottawa's website in the 2012 Excel Winning Entries section; featured in communications material such as IABC Ottawa's e-newsletter and media material around the awards; and shared via IABC Ottawa's multiple social media channels (all with entrant's permission).

What happens to the entries once the competition is over?

Entries will not be returned, so please do not send irreplaceable material. IABC is not responsible for lost or damaged entries. If your entry is proprietary, we will be happy to shred the materials. Please let us know by clearly stating this on the cover of your entry. Due to the volume of materials received, IABC cannot confirm receipt of entries.

Do judges really pay attention to details such as the permitted font size and the length of the work plan?

Yes. If you get these details wrong, you have no chance of winning.

How do I keep my work plan to the required number of pages?

Edit your plan to be clear and concise. Bullets, tables and lists, rather than full paragraphs, can help save space. Ask yourself:

- Does this outline show that the project was well managed?
- Does it cover all of the important points? Is it compelling?
- Could your work plan be used to show others what works?

I'm submitting a large campaign by mail. How can I make sure that my entry fits the size limit?

If you're mailing your entry please note that a lot of information fits in a single one-inch-ring-diameter (2.55-centimeter) binder, which is the maximum size allowed. Organize and summarize your material. If you're tight on space, remember that you do not need to submit an entire slide show or every news clipping. Provide a summary of research results, not all the feedback you received. Keep in mind that the work sample should be representative of your work. You are not required to document every aspect of the entire project.

What type of projects fall under the social media category?

A project qualifies for the social media category if the channel used is a conversation-enabled publishing platform that allows individuals and groups to collaborate and share knowledge and experiences online.

What should I do if my work needs to be confidential?

We ask entrants that are submitting confidential entries to clearly label digital documents with the word "confidential" and to clearly write "confidential" on the outside of a binder submission as well as the inside on any appropriate samples. Category coordinators are told to communicate to all judges that all entries and their specific contents are deemed confidential. Entry material cannot be copied. The results of judging are not to be discussed outside the judging team or in any way disclosed. Also, judges are told they should not evaluate an entry of a close colleague or friend, from an employee, client or supplier of their own organization or that otherwise compromises their ability to be impartial. Additionally, after judging is over, coordinators are asked to shred any materials that may have been deemed confidential.

Excel Awards – SECTION 5: Good luck!

2012 Excel Awards

The primary way to enter the 2012 Excel Awards is online through the [IABC Ottawa Excel Awards submission website](#). Remember to enter your campaign online – or if mailing the campaign or send it by courier, allow ample time for the package to arrive in Ottawa – by Monday, March 26, 2012 (early bird discount pricing) or Friday, April 13, 2012 (final).

Single Submission

	Early Bird – received by March 26, 2012	Regular – received by April 13, 2012
IABC Member	\$75	\$95
Non-Member	\$95	\$115
Student	\$50	\$50

Multiple Submissions

Submission Package	Early Bird – received by March 26, 2012		Regular – received by April 13, 2012	
	5 entries	10 entries	5 entries	10 entries
IABC Member	\$360	\$705	\$460	\$905
Non-Member	\$460	\$905	\$560	\$1,105

Payment should also be received, by credit card or cheque, on or before these dates.

If you have any questions, please email awards@ottawa.iabc.com.

Good luck to all entrants in the 2012 IABC Excel Awards.

ENTRY FORM

2012 IABC Excel Awards Entry Form

Please complete one form for each entry; see notes at the end of this entry form.

Entrant's Name: _____

Organization: _____

Client organization or outside agency: _____

Address: _____

Phone: _____ Email: _____

FAX: _____

Division and Category: _____

Title of Entry: _____

Submit work that was produced and measured in 2012, or work that was produced before 2012 if the work and/or measurement extended into 2012 and has not won previously.

If this entry is being submitted by a consultant, a letter from the client organization is required to indicate permission to enter.

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

Single Submission

	Early Bird – received by March 26, 2012	Regular – received by April 13, 2012
IABC Member	\$75	\$95
Non-Member	\$95	\$115
Student	\$50	\$50

Multiple Submissions

Submission Package	Early Bird – received by March 26, 2012		Regular – received by April 13, 2012	
	5 entries	10 entries	5 entries	10 entries
IABC Member	\$360	\$705	\$460	\$905
Non-Member	\$460	\$905	\$560	\$1,105

Payment method: VISA ____ Amex ____ Mastercard ____ Cheque ____

Credit card number: _____ Expiry Date: _____

Name on card: _____

Cardholder's signature: _____

Please make cheques payable to "IABC Ottawa." Do not mail cash.

IABC does not return entries after they are judged; please do not send original material for which you do not have duplicate copies.

Please read the following and sign your entry form:

By entering my work in the 2012 IABC Excel 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: _____

I elect to keep this submission private and due to proprietary interests.

Entry Checklist

- Have you visited [IABC Ottawa 2012 Excel Awards Submission Website](#) to find out how to submit your entry online?
- 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 reviewed the evaluation forms posted at <http://ottawa.iabc.com> that detail what the judges are looking for?
- If you're submitting an entry by mail, have you submitted the work plan in electronic format (CD) in addition to a hard copy?
- Have you sent the entry form, submission (work plan and samples) and payment to IABC Ottawa?

MAIL OR COURIER YOUR ENTRY FORM, SUBMISSION AND PAYMENT TO:

IABC Ottawa Excel Awards
c/o Kelly Rusk
55 Metcalfe, Suite 730
Ottawa, ON K1P 6L5

SUBMIT YOUR COMPLETED ENTRY ONLINE: [IABC Ottawa 2012 Excel Awards Submission Website](#)

NOTES:

- Your entry must be received – not postmarked – by the deadline noted.
- Entries cannot be faxed or emailed.