



The ICon Awards 2015

Recognising talented
internal communication professionals

Deadline for entries: 30 September, 2015

Institute
of Internal
Communication

The power within

Hello and welcome to the ICon Awards 2015



The ICon Awards celebrate talent, recognising the people who consistently turn theory into great internal communication practice.

Their purpose is to:

- promote and reward individual talent
- promote and reward IC effectiveness
- demonstrate what best practice and excellence look like.

With increased pressure to do more with less in the workplace, it's all the more important that good work is acknowledged and encouraged through awards and recognition.

Take this chance to commend a colleague – or enter yourself.

Show us the evidence, and a panel of senior practitioners will view your work and make their judgement. Winners will be announced at the Communicator of the Year (CoTY) lunch on 12 November in London.

We're looking forward to seeing your entries and to meeting the winners on the day!

Steve Doswell
IoIC CEO

**Institute
of Internal
Communication**

The power within

The 8 categories

Class 1: In-house team – corporate

Class 2: In-house team – public/not for profit

Class 3: Editor – for work in any media or format

Class 4: Writer – for work in any media or format

Class 5: Designer – for work in any media or format

Class 6: Image creator – video, photography, illustrator

Class 7: Digital innovator – mobile, app, video, intranet

Class 8: Community manager – intranet, social network



Internal Communicator of the Year

We're looking to recognise an IC professional who has demonstrated excellence for a minimum of two years in internal comms; someone who is respected, talented and a role model. See entry form for the details on what we're looking for.

Have you got the skills, talent and experience to be crowned our Internal Communicator of the Year?

Enter our special class for Internal Communicator of the Year – see entry form for details.



What do you need to do



In no more than 1,000 words:

- Give a brief outline of the individual or team career to date
- An outline of one project you think best represents your work, and why, including the context: target audience, organisation, communication goals, challenges, impact and outcome
- Ten words about why you should win.
- (Not part of the 1,000 words entry)
Send supporting information including – example of the project or work you are entering as your 'showcase' piece and one other work project.

Remember: these awards are about the people behind the work, so please reflect that in your entry.

Deadline for entries: 30 September, 2015

The judging process



Senior experts drawn from public and private organisations and leading agencies will judge the awards based on the information provided.

All shortlisted entries will be discussed at a panel session and the class winners decided.

All those shortlisted for awards of excellence will be notified in October and invited to attend the CoTY awards lunch and to find out who has won the class title.

The lunch is being held at the Radisson Blu Edwardian Hotel, Bloomsbury, London, on 12 November.

IoIC sponsors 2015

PLATINUM

ab...

ContactEngine

TOP BANANA.



GOLD

theBLUEBALLROOM

pressgang

SILVER

beetroot



The ICon awards 2015

Entry form

Please complete one form per entry.

If you are submitting multiple entries, it is only necessary to complete the payment details on one form.

Your name: _____

Organisation: _____

Address: _____

_____ Postcode: _____

Telephone: _____

Email: _____

Class entered (please tick appropriate box)

- Class 1:** In-house team – corporate
- Class 2:** In-house team – public/ not for profit
- Class 3:** Editor
– for work in any media, print or digital
- Class 4:** Writer
– for work in any media or format
- Class 5:** Designer
– for work in any media or format
- Class 6:** Image creator
– video, photography, illustration
- Class 7:** Digital innovator
– mobile, app, video, intranet, social network
- Class 8:** Community manager
- Internal Communicator of the Year**

Fill in this section with the details you want to be used for the winners' certificates.

Title of entry: _____

For: _____

By: _____

Fees – per entry

IoIC members **£40 + VAT = £48**

Non-members **£60 + VAT = £72**

- I wish to join the IoIC now and enter at the member rate

Payment options (please tick as required):

- Paid online at www.ioic.org.uk
- Please send invoice to contact named

Send your entry and supporting material to:
enquiries@ioic.org.uk by 30 September, 2015

Any queries?

Contact Tim Beynon on tim@ioic.org.uk
or call 01908 232168