

Are you an internal communication star?

Central Region Awards 2011

**Institute
of Internal
Communication**

The power within

We know there is some great internal communication work being delivered here in the **IoIC Central Region** – and via our annual awards we're seeking to celebrate the best of the best. So, if you can demonstrate that your internal communication strategy, skills, people or channels are making a real difference to your organisation or your clients, then we want to hear from you. It's time to share your excellence with us and to be recognised for your achievements.

From the initial internal communication strategy to the media and skills that bring organisational objectives to life, the IoIC Central Awards set out to recognise, reward and celebrate communications in organisations large and small, public and private.

Explain how your work inspires, excites, challenges and engages your audiences. Our judges – acknowledged experts in the field – are looking for the best in the business.

CLOSING DATE:

Thursday 24 November, 2011

FINAL DEADLINE:

Thursday 1 December, 2011
(late entry fee applies)

AWARDS DINNER

AND ANNUAL SEMINAR:

Friday 24 February, 2012

Rules & requirements

Please send two copies of each entry form (see back page) and all supporting materials to:

**IOIC CENTRAL REGIONAL AWARDS
C/O IOIC
SUITE GA2,
OAK HOUSE,
WOODLANDS BUSINESS PARK,
LINFORD WOOD,
MILTON KEYNES
MK14 6EY.**

Enclose a cheque made payable to IoIC.

Entry fee (for entries received on or before 24th Nov 2011): £35 + VAT for IoIC members and £50 + VAT for non-members.

Late entry fee (for entries received from 25th Nov – 1st Dec 2011): £52.50 + VAT for IoIC members and £75 + VAT for

non-members.

If you would like a judge's critique of your work, please tick the relevant box and enclose an additional £25 plus VAT (members) / £35 plus VAT (non-members). Please note that critiques must be requested at the time of entry.

If you have any queries about the awards before submitting an entry, please contact IoIC Central Director, Lesley Allman on lesley@allmancommunication.com

Competition rules

Only entries produced or delivered predominantly between December 2010 and November 2011 will be eligible.

Judges reserve the right to reallocate entries to a more appropriate class if necessary.

Entries should be produced by or for a company based in the Central region or for a company where more than 51 per cent of the audience is based in the region.

Please see IoIC website for full rules and map of Central region. www.ioic.org.uk

Entry advice

- Tell the judges a compelling story.
- Identify your audience(s).
- Set out your objectives and achievements.
- Evaluation is key. Make sure it links back to your objectives.
- Demonstrate how your entry added value. We are looking for impacts as well as outputs.
- We are seeking excellence. Let the judges know what makes your entry stand out, what is different about what you achieved.
- Ask someone else to check your entry before you send it.
- Make your entry exciting. Make sure your passion shines through.

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Choose your classes

IoIC Central's awards are split into four categories: **Strategy, Skills, People and Channels (Print and Electronic).**

Strategy

Entries to Strategy classes should explain and provide evidence of the requirement addressed, the target audience(s), goals and objectives, a summary of the entry's approach, the challenges faced and how success was measured. Supporting information should be limited to four typed sides of A4. Please include examples of the materials produced.

1 Best single campaign

A communication strategy and programme covering a single issue or topic.

2 Best change communication

A communication strategy and programme supporting organisational change including mergers and acquisitions, crises and cultural change.

3 Best multi channel communication

A communication strategy and programme effectively delivered through a diverse mix of communication channels. Your entry should include the reasons for choosing a multi channel approach and evidence of its success.

4 Most innovative communication

A communication strategy and programme which demonstrates innovative use of research, channels (print or digital), content or measurement / feedback. If you've done something great that doesn't fit into the other categories, this is the one for you.

5 Success on a shoestring

Open to any project, programme, campaign or publication (electronic or paper based), with a budget of £2,000 or less.

Skills

Entries to Skills classes should include a short bio of the entrant(s). Supporting information should be limited to

two typed sides of A4. All entries must clearly state the purpose of the communication and how your entry met this.

6 Writing

An exceptional piece of writing that informs, entertains or inspires its audience.

7 Print design

An exceptional piece of print design which delivers clarity of communication and captures attention and imagination.

8 Electronic design

An exceptional piece of electronic design which delivers clarity of communication and captures attention and imagination.

9 Photograph/illustration

This should be a single image and not a collection. If you are submitting a document with more than one image, clearly indicate the entry image.

People

Entries can be self-nominated and are open to anyone working in-house, for an agency or freelance. It is recommended that entries include a 250-word testimonial from a senior in-house manager or client.

10 Best editor

The entry should contain details of how long the person has been editing publications, either paper or electronic. The entry should also contain details of the target audience(s), how that influenced the format, editorial goals and objectives, challenges and measurement. New editors are particularly encouraged to enter.

11 In-house team of the year

The judges will look for evidence of how the team has made a strategic difference to their organisation and how the impact of their work was measured.

12 Agency team of the year

The entry should contain a description of the agency, the

challenges posed by clients, an explanation of how the agency adds value to its clients (e.g. coaching, creativity, support, best practice, evaluation, etc) and a summary of how the agency has contributed to the client's success.

13 Freelancer / interim of the year

Judges are looking for a mix of great tactics and strategic input. The entry should contain a brief biography of the entrant, how long they have been freelance / interim, the challenges posed by clients, and an explanation of how the entrant adds value to their clients (e.g. coaching, creativity, support, best practice, evaluation, etc).

Print Channels

All entries should show an understanding of the audience and the issues facing them and demonstrate how that influenced the choice of channel. Please provide two copies of your entry which must be datelined between December 2010 and November 2011. The entry should show how you have measured effectiveness. Supporting information should be limited to two typed sides of A4.

14 Magazine

Likely to have a pictorial cover and a bias to features over news.

15 News magazine

Likely to have a pictorial cover and a mix of news and features.

16 Newspaper

Likely to have a mix of news and pictures on the front page and be larger than A4.

17 Newsletter

Likely to have a mix of news and pictures on the front page and be A4 or smaller.

18 Special publications

Either a special edition of a regular publication or a one-off publication. This category includes publications which capture what your organisation

has achieved e.g. annual reviews or reports.

19 New or re-launched publication

Please send copy of previous publication if applicable. Supporting information should outline why the re-launch was required and the benefits seen.

20 Stakeholder publications

Publications for closed audiences such as members, franchisees, residents or people who have signed up to receive them. You should explain the nature of your audience in your entry. Publications which are available to the general public are not eligible.

Electronic Channels

Judges require sight of the strategy and materials to support and reflect the organisation's use of new channels to communicate with employees or stakeholders. Please provide a link or disc. Hard copy print-outs are not acceptable.

21 Video/audio

22 Electronic media

23 Website/intranet

24 Electronic newsletter

25 Best use of social media

The Tom Dawson Award

The Tom Dawson Award is awarded to the publication which, in the judge's opinion, is the best of all the print channel class winners.

For full rules see www.ioic.org.uk

IoIC Central Region Awards Dinner

Join us to pick up your award at the IoIC Central Region Awards Dinner on **Friday 24th February 2012**. The event is taking place at the fabulous new Radisson Blu Hotel at East Midlands Airport (opening Oct 2011). For venue details see: www.radissonblu.co.uk/hotel-eastmidlandsairport

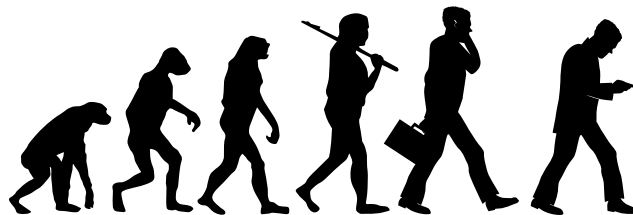
Tickets will be £65 plus VAT for IoIC members and £75 plus VAT for non-members.

Bookings can be made by email to brenda@ioic.org.uk. Places are limited and will be allocated strictly on a first come, first served basis. We have been known to sell out.

IoIC Central Region Annual Seminar

Vive l'Evolution: The emerging role of internal communication

Internal communicators, our time has come! No longer seen as the town crier or the post box of the organisation, our strategic role is starting to be recognised.



We have even more challenging and exciting content to communicate, more sophisticated and demanding audiences, new and exciting channels to reach them with and increased organisational and employee expectations of our skills and capabilities.

Find out how to rise to these challenges and grasp these opportunities at IoIC Central's fifth annual seminar which will take place on Friday 24th February 2012, immediately before the Awards Dinner.

We'll be covering communication content, channels and capabilities in a full day event with some of the country's leading communication experts and practitioners. So save the date and look out for further information coming soon.

Key Dates:

2011

24th Nov Entries Close
1st Dec Final Deadline (late entry fee applies)
Dec Judging commences

2012

Jan Judging completed
17th Jan Shortlisted entries announced
24th Feb Day: Vive l'Evolution IoIC Central Region Seminar
Evening: IoIC Central Region Awards Dinner

For further information about the awards or seminar please email: lesley@allmancommunication.com

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Enter your work for an IoIC Central Award of Excellence

Please provide two copies of this entry form for each class entered.

Name of organisation entering

Contact name

Email address

Address

Contact telephone number

Title of entry

Who is it produced for?

Who is it produced by?

Class entered

Critique required? Yes No

IoIC member? Yes No

	IoIC Member	Non-Member
Standard Entry Fee (for entries received on or before 24th Nov 2011)	£35 + VAT (£42)	£50 + VAT (£60)
Late Entry Fee (for entries received from 25th Nov – 1st Dec 2011)	£52.50 + VAT (£63)	£75 + VAT (£90)
Additional Fee for Judge's Critique	£25 + VAT (£30)	£35 + VAT (£42)

Cheque enclosed to the value of £

If you are lucky enough to win, please provide the details you would like to appear on the certificate:

Title of entry

Who is it produced for?

Who is it produced by?