



*Institute of Internal
Communication
Awards 2012 – entry kit*

Entry deadline – 17 February 2012

**Institute
of Internal
Communication**

The power within

Excellence across the board

“This year, more than ever, you need to put your work forward in Europe’s biggest awards competition for internal communicators.

The IoIC Awards are not like other competitions. We’re not here to make a profit. Our only concern is to pick out what’s going on in practice, to find examples of best practice, and spread the word.

We’re interested in excellence because we want to help everyone achieve it. That’s why, in all but the ICon categories for personal achievement, we offer individual critiques of each submission, written by experienced judges and offered constructively to help take your work forward.

In 2012 we’re pulling everything together: one award scheme, one awards dinner (the internal communication event of the year). We aim to create a real and telling snapshot of internal communication practice, celebrating excellence, setting down markers from which everyone can learn.

The entry deadline is 17 February. The IoIC Awards dinner is on 15 June at the London Hilton Park Lane. Put both dates in your diary. Whether you think your work is brilliant, or you just want to see how it measures up to others, enter the competition, come to the dinner, and take your place yourself at the heart of good practice in internal communication. ”



Paul Brasington
Awards chairman

Why enter? We give you five good reasons why:

1. Improve your expertise – you get a full written critique, highlighting areas for improvement to help refine your approach and thinking
2. Justify your budget – use the awards as a way of benchmarking what you’re already doing or to measure yourself against your peers
3. Raise the bar – take your work to the next level and aim higher
4. Inspire your team – reward individuals or teams by showcasing their work, and celebrate together!
5. Enhance our profession – help raise the profile of effective internal communication by entering work that’s proven its value.

About your Institute

If you work in or around any aspect of internal communication then the Institute of Internal Communication is for you. We are the UK’s leading – and Europe’s largest – professional body for internal communication. We represent practitioners in a wide spectrum of organizations from international energy suppliers to city housing associations, from high street banks to government departments, consulting firms to universities. However you work – inhouse, agency, interim or freelance – and whatever you do – strategy, consulting, writing, design, online, print, measurement, brand management – we are here to support you.

Through our advocacy, thought leadership and career development programme, we are working with our broad, engaged and strong community of internal communication specialists to build a unique and emerging profession. As a not-for-profit membership organization, that is our motivation and it underpins everything we do, say and deliver.

We base everything we do around five key pillars:

Advocacy – we work continuously to promote a wider and deeper understanding of internal communication, the role it plays

in the health and wealth of organizations and the added value it brings to businesses of all kinds and sizes

Career development – through our skills training and professional accreditation programmes, we are equipping practitioners like you to be the best that they and you can be in internal communication

Community – beneath our Institute’s skin we are a forum and a network. We bring people together from internal communication and other related fields to exchange ideas, techniques – and phone numbers! Our network is professional, valuable and friendly

Thought leadership – we are building a body of high quality knowledge to explain and demonstrate the impact of internal communication

Organizational capability – we are investing in the development of the Institute so we have the capability to provide the best support for internal communication professionals now and into the future.

■ www.ioic.org.uk

About the awards

Who can enter?

Entries are open to all in-house, agency and freelance communicators – you don't have to be an Institute member.

What can be entered?

We're the Institute of Internal Communication so work that's primarily meant for an internal audience is what we're looking for. But we do interpret 'internal' as any communication that builds a shared understanding or fosters a sense of community among a clearly defined group – so, stakeholders, members of associations and in some cases, customers. What's important is that it's not marketing or external communication – not 'selling' an idea.

How do I enter?

Judges rely on the quality of your submission. Please think carefully about the information you offer. If you don't tell judges enough they will have to mark you down. On the entry forms we have suggested maximum word counts; if you exceed them a little no one will worry, but if you exceed them by a lot then you're unlikely to impress the judges.

Read the entry criteria carefully and decide where your work fits best: you're welcome to enter more than one category. If you're not sure, please contact us and we'll be happy to advise.

We will review all entries before they go to judges and if we feel your entry would be better placed in another class, we will move it and contact you to tell you of our change.

Different categories are judged by different criteria. Read the guidance under each category heading carefully. It will guide you to include the information that judges will be looking for.

Once you've decided what you want to enter, here are the next steps:

1. Fill in a form for each entry you're entering in the awards
2. Attach your supporting information and examples of your work as directed on the form. You will need to send TWO copies of the entry form
3. Send entries and payment to IoIC HQ at:

Institute of Internal Communication
Suite GA2
Oak House
Woodlands Business Park
Linford Wood
Milton Keynes
MK14 6EY

What to include

In the campaign classes please submit representative material which will help us judge the quality of the execution/ implementation.

In the media categories please submit a single example of the work as your entry, and, if appropriate, a supporting example to demonstrate consistency (or change). Mark each clearly.

Please make your entry as self-sufficient as possible. With digital media we can arrange site visits where necessary (for an additional fee) but would strongly advise you to find ways of presenting the material which does it justice without the need for a visit.

The judging process

All entries will first be assessed by an experienced individual judge, who will rate them according to clear criteria and will write a short critique of the work. The judge will select possible candidates for awards of excellence.

Those choices will be reviewed by a larger panel of judges, who will finalise the awards of excellence and select a class winner. Finally, where the class winners are grouped into "Gold" categories (for instance, best use of print), a separate panel of senior practitioners will assess the "best of the best".

It's a robust process to select only the best.

**Entries must be received
by 17 February 2012**



Summary of rules

- All entries must have been produced during the calendar year, i.e. January – December 2011. Publications with a January 2012 dateline will be considered, provided the entrant can prove they were delivered in December 2011
- Only the class and certificate winners' names given on the entry form will be published
- Entries will be accepted at the discretion of the IoIC Awards Committee and may be switched to another class if the Committee feels the criteria are more suitable, without reference to the entrant
- No liability for undelivered or lost entries will be accepted by the Awards organisers
- Judging will be completed in March 2012 after which all entrants and Award of Excellence winners will be notified
- Queries or appeals must be directed to the Chairman of the Awards Committee by 10 April 2012
- Rights of final arbitration rest with the Institute's Chief Executive. Entry fees will not be refunded for any disqualified entry
- Class and Gold Award winners will be presented with their trophies at the IoIC Awards dinner on the evening of 15 June at the Hilton Park Lane Hotel, London
- Entries are non-returnable and become the property of the IoIC unless otherwise agreed.

Guidelines for digital media entrants

Complete an entry form for each entry and include written supporting information.

Your entry can be accompanied by printouts of online pages, PowerPoint presentations or Flash site tour demos but should also include a link or a disk to view the work as seen by the audience. We cannot view entries that need to be delivered using Lotus Notes or other proprietary software, except on a site visit.

Intranet entries will only be judged in a net browser. This is because images, sound and video, animation, accessibility issues, usability and site structure need to be viewed as seen by the site user.

There are three ways to submit digital media entry material:

1. Include all relevant files of the entry you want to be judged on an accessible link or a disk. There must be no relative addressing problems, and it should work directly from the disk supplied without transfer to the hard drive. Clear instructions must be supplied
2. For secured access or 'limited' sites, provide instructions on how to view the entry including an account name and password. Detailed instructions on what is to be judged and access details must be supplied
3. Our judges can view your entry on-site, but this will incur an additional charge of £500+VAT plus reasonable travel costs. Site visits will last a maximum of one hour, during which time the judge must be allowed at least 15 minutes to make notes unaccompanied.

The IoIC cannot guarantee to judge any entry that is not submitted according to these guidelines and there will be no refund for entries not viewed.

Want to save money on your entries? Join the Institute now!

Title (Mr, Mrs, Ms other):

Name:

Business

Employer/self-employed:

Job title:

Address:

Telephone: Postcode:

e-mail: Fax:

Job responsibilities:

Nature of business:

Home

Address:

Telephone: Postcode:

e-mail: Fax:

Tick if you want us to use your home address:

I wish to take advantage of this special offer (waiving the normal £60 registration fee) to become an associate member. Please accept my application to join IoC for the annual subscription of £178.50 plus the appropriate VAT.

Signature:

Date:

On advice from HM Revenue & Customs annual membership fees are rated at only half the current VAT rate. Payments to accompany applications for associate membership should therefore be £178.50 annual subscription fee + £17.85 VAT = £196.35. However, please note that award entry fees attract the full standard VAT rate of 20%.

Make cheques payable to IoC and send, with this form and your entry/entries, to:

Institute of Internal Communication
Suite GA2,
Oak House
Woodlands Business Park
Linford Wood
Milton Keynes
MK14 6EY

FOR OFFICE USE

Associate member

Date received:

Subscription received:

Invoice no:

Membership no:

Class 1 Campaigns

Class 1a - Best single campaign
Class 1b - Best ongoing campaign
Class 1c - Best financial/corporate communication

What we're looking for:

- We want to see communication campaign work designed to achieve or support properly defined corporate or organizational goals.
- We expect to see a summary of those goals, and how the campaign objectives were aligned with them.
- We expect a discussion of the campaign planning, typically with the audience profile, known issues and constraints, a rationale for the creative approach and tools that were used, as well as criteria for success.

Class 1d - Best HR communication
Class 1e - Best operational communication

- We'd like to see what was done, including an outline of any problems and how they were solved, with representative materials included in your submission. The craft quality of these materials will have a bigger weighting in the media categories, but their quality will be counted by the judges in assessing the execution of your campaign.
- Critically we want to know how you evaluated the success of your work. This might include qualitative or quantitative measures. It may be appropriate to discuss what you learnt and how this is influencing future work.

Please answer the following questions on a separate sheet and attach to your entry:

Background (what the organization does, size, location etc) (200 words)

Campaign goals (200 words)

Campaign planning (300 words)

Execution (1000 words)

Results/evaluation (500 words)

These are maximum word counts. As long as you include sufficient information, brevity is best.

Class 1a Best single campaign

An open category, primarily for entries that don't fit comfortably in any of the specific classes 1c-1e below, and which had an end date within the awards year. If applicable you may want to enter both the specific and the general campaign classes.

Class 1b Best ongoing campaign

An open category, primarily for entries that don't fit comfortably in any of the specific categories 1c-1e below, and which may reflect business-as-usual activity. The fact that measuring success may be more difficult with ongoing work only makes it more important and you should be as specific as possible about formal and informal evaluation. If applicable you may want to enter both the specific and the general campaign classes.

Class 1c Best financial/corporate communication

Here we're looking for campaign work designed to engage and motivate staff in the financial and/or higher level operational goals of your organization. Note that "campaign" means what it says. Single items such as printed reports should be entered in the appropriate media category. We're looking here for work which might include such material, but is designed to support and deepen its impact.

Class 1d Best HR communication

Here we're looking for campaign work reflecting HR activity. That might be anything from communication about salaries and benefits to induction programmes. Note that "campaign" means what it says. Single items such as printed reports should be entered in the appropriate media category below. We're looking here for work which might include such material, but is designed to support and deepen its impact.

Class 1e Best operational communication

Here we're looking for campaign work designed to promote compliance with the operational needs of the organization. That might include communication around health and safety, legal compliance, IT and so on. Note that "campaign" means what it says. Single items such as printed reports should be entered in the appropriate media category below. We're looking here for work which might include such material, but is designed to support and deepen its impact.

Class 1 Campaigns entry form

Class 1a - Best single campaign
Class 1b - Best ongoing campaign
Class 1c - Best financial/corporate communication

Class 1d - Best HR communication
Class 1e - Best operational communication

Class entered:

Title of entry:

Contact name*:

Company/organization name:

Contact address:

Telephone:

Fax:

e-mail:

Where did you hear about the Awards?

*The contact name may be different from the details required below for certificates

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry:

For:

By:

Check list

- Complete your entry and two copies of this form for EVERY entry you are submitting
 - Attach supporting information you'd like the judges to take into consideration
 - Payment options – please tick as required:
 - Cheque made payable to IoIC enclosed. For multiple entries, only one cheque needs to be sent for the full amount
 - Paid online at www.ioic.org.uk
 - Pay by credit card (not American Express) by calling 01908 313755
 - Please send receipt
 - Please send invoice to contact named above
 - Purchase order number – if required by your organization
- Number here
- Send to IoIC Awards Administrator, IoIC, Suite GA2, Oak House, Woodlands Business Park, Linford Wood, Milton Keynes, MK14 6EY by 17 February 2012.

- Payment enclosed
 - IoIC member: £110 + VAT (total cost £132)
 - Non-member: £160 + VAT (total cost £180)
 - I wish to join the IoIC and enter at the members' rate.

For online entries, please see guidelines on Summary of Rules page.

Class 2 Innovation

Class 2a - Most innovative use of media

class 2b - Game changer

What we're looking for:

■ In this category we're looking at innovation under two headings: we want to encourage fresh thinking in how you put different communication tools together, and we want to commend ideas that take internal communication into new areas, or show new things that could be possible.

■ The judging is weighted around fresh thinking, but not for its own sake. We still want to see how your innovation has emerged from an organizational or corporate priority, and how it has supported it. So you'll need to show how the work was planned, why the innovation was appropriate, how it was executed and how its success was evaluated.

Please answer the following questions on a separate sheet and attach to your entry:

Background (what the organization does, size, location etc) (200 words)

Activity goals (200 words)

Activity planning (300 words)

Creative (innovative) development (500 words)

Execution (500 words)

Results/evaluation (500 words)

These are maximum word counts. As long as you include sufficient information, brevity is best.

Class 2a Most innovative use of media

Show us how you've responded to an organizational or corporate need with fresh thinking about the communication tools available to you. We'll be looking particularly for the ways in which the tools work has brought the communication idea alive for your audience and deepened its impact. Social media are obvious tools for experimentation but your entry doesn't have to involve new media (we're not going to be impressed simply by the fact that you've started a corporate blog). You might have introduced a new single channel (in print or digital media) or the innovation could be in the way you've put different media together. We're really looking for a marriage of appropriate fresh thinking and great execution.

Class 2b Game changer

Here we're looking for imagination in practice, imagination which expands our sense of what might be possible in internal communication. Essentially we're looking for new ideas, rather than applied media. It's a broad area. It could include a new approach to a communication issue, either in practice, or as a piece of research, a theoretical paper or piece of analysis; it could be a training initiative that breaks new ground. The entry questions above should guide you, but essentially you'll need to make your case for the value of what you've done.

Class 2 Innovation entry form

Class 2a - Most innovative use of media
class 2b - Game changer

.....
Class entered:

.....
Title of entry:

.....
Contact name*:

.....
Company/organization name:

.....
Contact address:

.....
Telephone:

.....
Fax:

.....
e-mail:

.....
Where did you hear about the Awards?

*The contact name may be different from the details required below for certificates

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

.....
Title of entry:

.....
For:

.....
By:

Check list

- Complete your entry and two copies of this form for EVERY entry you are submitting
 - Attach supporting information you'd like the judges to take into consideration
 - Payment options – please tick as required:
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- Send to IoIC Awards Administrator, IoIC, Suite GA2, Oak House, Woodlands Business Park, Linford Wood, Milton Keynes, MK14 6EY by 17 February 2012.

-
- Payment enclosed
 - IoIC member: £110 + VAT (total cost £132)
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 - I wish to join the IoIC and enter at the members' rate.

For online entries, please see guidelines on Summary of Rules page.

Class 3 Best use of print

Class 3a - Feature-led magazine up to four issues a year

Class 3b - Feature-led magazine more than four issues a year

Class 3c - News magazine up to four issues a year

Class 3d - News magazine more than four issues a year

Class 3e - Newspaper

Class 3f - Newsletter

Class 3g - Membership publication

Class 3h - Special publication

What we're looking for:

■ The emphasis in this category is firmly on quality of execution, but note the title of these media-related categories: it's not just about how well something is designed and written, but about how well the potential of the medium has been exploited to serve your organizational or corporate priorities.

■ We have created a basic segmentation of print tools. If your publication falls across the classes you are welcome to enter it in more than one class.

■ Please submit a single publication as your entry, along with a supporting example to show consistency or development.

Please answer the following questions on a separate sheet and attach to your entry.

Background (what the organization does, size, location etc) (200 words)

Goals and planning (500 words)

Execution: design/production (300 words)

Execution: content (300 words)

Results/evaluation (300 words)

These are maximum word counts. As long as you include sufficient information, brevity is best.

Class 3a Feature-led magazine up to four issues per year

We define a feature-led magazine as any regular publication where the majority of the content is taken up by feature material (of course it may also contain news stories). Its cover is likely to be image rather than text-led.

Class 3b Feature-led magazine more than four issues per year

We define a feature-led magazine as any regular publication where the majority of the content is taken up by feature material (of course it may also contain news stories). Its cover is likely to be image rather than text-led.

Class 3c News magazine up to four issues per year

We define a news magazine as any regular publication where the majority of the content is taken up by news material (shorter, very topical material – though of course it may also contain longer feature stories). Its cover is likely to be image rather than text-led.

Class 3d News magazine more than four issues per year

We define a news magazine as any regular publication where the majority of the content is taken up by news material (shorter, very topical material – though of course it may also contain longer feature stories). Its cover is likely to be image rather than text-led.

Class 3e Newspaper

A newspaper is likely to be a regular publication with the front page led by news stories (text and images). Its format is likely to be larger than A4.

Class 3f Newsletter

A newspaper is likely to be a regular publication with the front page led by news stories (text and images). Its format is likely to be A4 or smaller

Class 3g Membership publication

This class is defined by audience rather than format or frequency. We're looking for the best use of the print medium in reaching out to membership groups. You'll need to make a case in which you describe the purpose of the publication, how that purpose shaped the design and content decisions, and how you evaluated its success.

Class 3h Special publication

This broad category is for any publication aimed an internal audience which does not fit comfortably into the magazine or news format: it could be a one-off publication like an annual report for staff, a commemorative item, a handbook or a guidebook. You'll need to make a case in which you describe the purpose of the publication, how that purpose shaped the design and content decisions, and how you evaluated its success.

Class 3 Best use of print entry form

Class 3a - Feature-led magazine up to four issues a year

Class 3b - Feature-led magazine more than four issues a year

Class 3c - News magazine up to four issues a year

Class 3d - News magazine more than four issues a year

Class 3e - Newspaper

Class 3f - Newsletter

Class 3g - Membership publication

Class 3h - Special publications

Class entered:

Title of entry:

Contact name*:

Company/organization name:

Contact address:

Telephone:

Fax:

e-mail:

Where did you hear about the Awards?

*The contact name may be different from the details required below for certificates

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry:

For:

By:

Check list

■ Complete your entry and two copies of this form for EVERY entry you are submitting

■ Attach supporting information you'd like the judges to take into consideration

■ Payment options – please tick as required:

Cheque made payable to IoIC enclosed. For multiple entries, only one cheque needs to be sent for the full amount

Paid online at www.ioic.org.uk

Pay by credit card (not American Express) by calling 01908 313755

Please send receipt

Please send invoice to contact named above

Purchase order number – if required by your organization

Number here

■ Send to IoIC Awards Administrator, IoIC, Suite GA2, Oak House, Woodlands Business Park, Linford Wood, Milton Keynes, MK14 6EY by 17 February 2012.

Payment enclosed

IoIC member: £110 + VAT (total cost £132)

Non-member: £160 + VAT (total cost £180)

I wish to join the IoIC and enter at the members' rate.

For online entries, please see guidelines on Summary of Rules page.

Class 4 Best use of digital media

Class 4a - Intranet
Class 4b - Microsite
Class 4c - Ezine
Class 4d - Interactive (blog)

Class 4e - Audio
Class 4f - Video (DVD/Webcast/TV)
Class 4g - Membership

What we're looking for:

- The emphasis in this category is firmly on quality of execution, but note the title of these media-related categories: it's not just about how well something is produced and written, but about how well the potential of the medium has been exploited to serve your organizational or corporate priorities.
- We have created a basic segmentation of digital media tools. Please describe how the tool was selected and developed, show how it was executed, and how its value has been assessed.
- Please submit a single piece as your entry, and if appropriate a supporting example to show consistency or development.

Please answer the following questions on a separate sheet and attach to your entry.

Background (what the organization does, size, location etc) (200 words)

Goals and planning (500 words)

Execution: design/production (300 words)

Execution: content (300 words)

Results/evaluation (300 words)

These are maximum word counts. As long as you include sufficient information, brevity is best.

Class 4a Intranet

Tell us what's special about your intranet. That's a storytelling challenge to you: you'll need to show us how your intranet has helped enhance organizational performance, or solve a problem in your organization, or perhaps enabled new ways of working. If you need to show the interactive elements of the intranet working then you'll need to make sure it's possible for the judges at every stage to see this (see the How to enter section at the beginning of this pack).

Class 4b Microsite

Here we want to see internal websites created for a special purpose, perhaps to support a change campaign, perhaps to bring the people in a working group together, perhaps to reflect an important issue.

Class 4c Ezine

We define an ezine simply as a news or feature publication in digital form. It might be carried on a website, supported by email or social media prompts, or it might be delivered entirely as an email.

Class 4d Interactive (blogging)

Here we're interested in any digital communication designed to encourage audience participation. That might be as simple as a blog with comments, or some use of social media including wikis and conferencing.

Class 4e Audio

Here we're interested in any form of audio communication, from podcasts to more traditional media. We'll want to know why you chose the tool and how you measured its success.

Class 4f Video (DVD/Webcast/TV)

Here we're interested in any form of video communication, from one off films to regular briefings. We'll want to know why you chose the tool and how you measured its success.

Class 4g Membership

This class is defined by audience rather than format or frequency. We're looking for the best use of digital media in reaching out to membership groups. You'll need to make a case in which you describe the purpose of the communication, how that purpose shaped the design and content decisions, and how you evaluated its success.

Class 4 Best use of digital media entry form

Class 4a - Intranet
Class 4b - Microsite
Class 4c - Ezine
Class 4d - Interactive (blog)

Class 4e - Audio
Class 4f - Video (DVD/Webcast/TV)
Class 4g - Membership

Class entered: _____
Title of entry: _____
Contact name*: _____
Company/organization name: _____
Contact address: _____
Telephone: _____
Fax: _____
e-mail: _____
Where did you hear about the Awards? _____

*The contact name may be different from the details required below for certificates

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry: _____
For: _____
By: _____

Check list

- Complete your entry and two copies of this form for EVERY entry you are submitting
- Attach supporting information you'd like the judges to take into consideration
- I have provided access to view the entry remotely or on disk
- Site visit requested (see Summary of Rules for guidelines)
- Payment options – please tick as required:
 - Cheque made payable to IoIC enclosed. For multiple entries, only one cheque needs to be sent for the full amount
 - Paid online at www.ioic.org.uk
- Pay by credit card (not American Express) by calling 01908 313755
- Please send receipt
- Please send invoice to contact named above
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Class 5 Best use of design

Class 5a - Digital

Class 5b - Feature-led magazine

Class 5c - News-led magazine

Class 5d - Newspaper

Class 5f - Integrated

What we're looking for:

■ Any of the media tools eligible for categories 3 and 4 could also be eligible here, but in this category the judgements will be weighted specifically around design. We define good design as the combination of imagination with fitness-for-purpose, so it's important that you tell us about that purpose and show how the design was developed to serve it. We appreciate that few organizations are likely to have evaluated the specific impact of design in the success of a tool, but we would like to see evidence that the tool has been successful.

■ Please submit a single piece as your entry, and if appropriate a supporting example to show consistency or development.

Please answer the following questions on a separate sheet and attach to your entry.

Background (what the organization does, size, location etc) (200 words)

Goals and planning (300 words)

Execution: design/production (500 words)

Results/evaluation (200 words)

These are maximum word counts. As long as you include sufficient information, brevity is best.

Class 5a Digital

Here we want to see good design at work in any digital medium, from intranets to video.

Class 5b Feature-led magazine

Here we want to see good design in a printed magazine format, where the greater part of the content is given over to longer features. The cover is likely to be dominated by an image.

Class 5c News-led magazine

Here we want to see good design in a printed magazine format, where the greater part of the content is given over to shorter news items. The cover is likely to be dominated by an image.

Class 5d Newspaper

Here we want to see good design in a printed newspaper format, likely to be larger than A4 with a front page led by text.

Class 5e Newsletter

Here we want to see good design in a printed newspaper format, likely to be A4 or smaller with a front page led by text.

Class 5f Integrated

Here we want to see a good design concept that's been executed across multiple media and formats. It is likely to include corporate identity though it may not be the work on the identity itself.

Class 5 Best use of design entry form

Class 5a - Digital
Class 5b - Feature-led magazine
Class 5c - News-led magazine

Class 5d - Newspaper
Class 5f - Integrated

Class entered:

Title of entry:

Contact name*:

Company/organization name:

Contact address:

Telephone:

Fax:

e-mail:

Where did you hear about the Awards?

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Class 6 **Best use of writing**

class 6a - Feature

Class 6b - News or event

Class 6c - Other (reports, promotional etc)

What we're looking for:

- Any of the media tools eligible for categories 3 and 4 could also be eligible here, but in this category the judgements will be weighted specifically around writing. We define good writing as the combination of imagination with fitness-for-purpose, so it's important that you tell us about that purpose and show how the writing served it.
- We appreciate that few organizations are likely to have evaluated the specific impact of writing in the success of a tool, but we would like to see evidence that the tool has been successful.

Please answer the following questions on a separate sheet of paper attach with your entry.

Background (what the organization does, size, location etc) (200 words)

Goals and planning (for the communication tool) (300 words)

Execution: writing (500 words)

Results/evaluation (200 words)

These are maximum word counts. As long as you include sufficient information, brevity is best.

Class 6a Feature

Here we'd like to see feature writing that exemplifies good extended storytelling, in line with organizational priorities but without slipping into crude propaganda. It may be in a single feature, or a portfolio of examples.

Class 6b News or event

Here we'd like to see news writing that exemplifies good extended storytelling, in line with organizational priorities but without slipping into crude propaganda. It may be in a single story, or a portfolio of examples.

Class 6c Other (reports, promotional etc)

Here we want to see corporate writing that doesn't start from journalism. It might be instructional, persuasive, or informational. Tell us what the organization needed to achieve and highlight how the writing supported that need.

Class 6 Best use of writing entry form

class 6a - Feature

Class 6b - News or event

Class 6c - Other (reports, promotional etc)

Class entered:

Title of entry:

Contact name*:

Company/organization name:

Contact address:

Telephone:

Fax:

e-mail:

Where did you hear about the Awards?

*The contact name may be different from the details required below for certificates

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry:

For:

By:

Check list

■ Complete your entry and two copies of this form for EVERY entry you are submitting

■ Attach supporting information you'd like the judges to take into consideration

■ Payment options – please tick as required:

Cheque made payable to IoIC enclosed. For multiple entries, only one cheque needs to be sent for the full amount

Paid online at www.ioic.org.uk

Pay by credit card (not American Express) by calling 01908 313755

Please send receipt

Please send invoice to contact named above

Purchase order number – if required by your organization

Number here

■ Send to IoIC Awards Administrator, IoIC, Suite GA2, Oak House, Woodlands Business Park, Linford Wood, Milton Keynes, MK14 6EY by 17 February 2012.

Payment enclosed

IoIC member: £110 + VAT (total cost £132)

Non-member: £160 + VAT (total cost £180)

I wish to join the IoIC and enter at the members' rate.

For online entries, please see guidelines on Summary of Rules page.

Class 7 Best event

What we're looking for:

- Here we'd like to know about special events you've organized to support a campaign or an organizational priority. Tell us about the overall objective, how the event was planned to meet it, tell us about the audience, what you did and how well it worked.

Please answer the following questions on a separate sheet and attach to your entry.

Background (what the organization does, size, location etc) (200 words)

Event goals (300 words)

Event planning (300 words)

Execution (500 words)

Results/evaluation (300 words)

These are maximum word counts. As long as you include sufficient information, brevity is best.



Class 7 Best event entry form

Class entered:

Title of entry:

Contact name*:

Company/organization name:

Contact address:

Telephone:

Fax:

e-mail:

Where did you hear about the Awards?

*The contact name may be different from the details required below for certificates

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry:

For:

By:

Check list

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- Payment enclosed
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Class 8 The ICon awards

Class 8a - Best editor

Class 8b - Best photographer/image maker

Class 8c - Best writer

Class 8d - Best designer

Class 8e - Best in-house team

Class 8f - Best agency

Class 8g - Best IC manager

Class 8h - Leader

What we're looking for:

- The ICon Awards commend the people who consistently turn theory into good internal communication practice
- ICon winners are true symbols of excellence
- Whether senior communication managers or rising stars, whether writers, designers, photographers or editors, through their work they embody best practice. They are role models that others in similar roles can profitably follow
- Take this chance to commend your colleagues (or even yourself) by telling us why you or a colleague deserve an award. Show us the evidence, and a panel of senior practitioners will view your work and make their judgement.

Please answer the following questions on a separate sheet and attach to your entry.

Background (career or agency/team history) (300 words)

Context (the factors shaping the work of the candidate individual/team in the 12 month period) (300 words)

Execution (describe what was done and why you think it deserves commendation) (500 words)

Achievement/impact (qualitative and quantitative evidence of success) (500 words)

These are maximum word counts. As long as you include sufficient information, brevity is best.



Class 8 The ICon awards entry form

Class 8a - Best editor

Class 8b - Best photographer/image maker

Class 8c - Best writer

Class 8d - Best designer

Class 8e - Best in-house team

Class 8f - Best agency

Class 8g - Best IC manager

Class 8h - Leader

Class entered:

Title of entry:

Contact name*:

Company/organization name:

Contact address:

Telephone:

Fax:

e-mail:

Where did you hear about the Awards?

*The contact name may be different from the details required below for certificates

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry:

For:

By:

Check list

■ Complete your entry and two copies of this form for EVERY entry you are submitting

■ Attach supporting information you'd like the judges to take into consideration

■ Payment options – please tick as required:

Cheque made payable to IoIC enclosed. For multiple entries, only one cheque needs to be sent for the full amount

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