

**Is your internal communication
the best in Europe?**



~ THE FEDERATION OF EUROPEAN INTERNAL COMMUNICATIONS ASSOCIATIONS ~

invites you to enter the

FEIEA Grand Prix 2010

**Prove that you are among the best
internal communicators in Europe**



**Gain the respect and recognition
of your fellow communicators**

Closing date: 10 June 2010

*Awards will be presented at the FEIEA Grand Prix dinner
in Vienna on Friday 15 October 2010*

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WHO CAN ENTER?

The competition is aimed at business communicators with employees or organisation members as their main target audience.

It is open to anyone involved in internal communication (including associations, companies, government bodies, charitable organisations, universities and other educational institutions, communication agencies and freelancers).

Entries are welcome from both members and non-members of national associations within FEIEA, and from all countries across Europe.

Members benefit from a reduced entry fee. If you would like to join FEIEA, please contact your national association (see page 7). If your country's national association is not currently a member of FEIEA, you may apply for individual membership – please visit the 'how to join' section of the FEIEA website (www.feiea.com) for details.

BENEFITS OF ENTERING

Winners will receive:

- A FEIEA Grand Prix trophy and certificate, presented by the President of FEIEA at the Grand Prix dinner.
- Publicity on the FEIEA website, in the FEIEA annual report and within your national association.
- The use of an official 'FEIEA Grand Prix Winner' logo.
- Each year, a selection of the top prize winners may be invited to speak about their winning entries at the following year's prestigious FEIEA Academy.

Runners-up will receive:

- A FEIEA Grand Prix certificate, presented by the President of FEIEA at the Grand Prix dinner.
- Publicity on the FEIEA website, in the FEIEA annual report and within your national association.
- Judges may also choose to grant a 'certificate of merit' if they feel that an entry merits recognition but has narrowly failed to reach the top three places.

All entrants will receive:

- A feedback form, with comments from the judges.
- All FEIEA Grand Prix judges are leading communication professionals, so this is an excellent opportunity to receive an expert appraisal of your communication.

ENTRY CLASSES

Internal communications – printed:

- Best internal multi-language publication – single publication (page 8)
- Best internal multi-language publication – regular publication (page 9)
- Best internal magazine/news-magazine (page 10)
- Best internal newspaper/newsletter (page 11)
- Best front cover on an internal publication (page 12)
- Best photograph in an internal publication (page 13)
- Best cartoon or illustration in an internal publication (page 14)

Internal communications – electronic:

- Best internal electronic newsletter (page 15)
- Best intranet site (page 16)
- Best audio-visual communication for an internal audience (page 17)

Internal communication events:

- Best face-to-face internal communication event – single event (page 18)
- Best face-to-face internal communication event – multiple events (page 19)

Internal communication strategies:

- Best internal communication strategy – single issue (page 20)
- Best internal communication strategy – ongoing project (page 21)
- Best internal communication strategy – multinational project (page 22)

HOW TO ENTER

- Please read the information page for each of the classes you wish to enter.
- Complete the online entry form (see the Grand Prix 2010 section of the FEIEA website) and print it out. Please complete a separate form for each entry. Then send your entries and entry forms to your national Grand Prix representative (see page 6).
- If possible, please also email an electronic version of each entry form and entry (e.g. PDF files for printed publications / HTML files for electronic communications) to your national Grand Prix representative. (This helps the pan-European judging.)
- Closing date for entries: **10 June 2010**.

Competition rules:

- Entries must have been produced between 1 June 2009 and 31 May 2010.
- You are welcome to submit as many entries as you wish. **You must complete a separate entry form for each entry.**
- **Entries in the intranet category must be accessible for the whole judging period**, from June to the end of September, to permit all three rounds of judging. If the judges cannot access the site, the entry may have to be disqualified.
- **If you enter the multi-language publication category, you must send a copy of the publication in each of the languages in which it is produced.**
- Video tapes cannot be accepted. Please use an **electronic format** for entries in the electronic communication classes, or as supporting material for the event and strategy classes.
- If an entry has been submitted in the wrong category, your national representative or the director of the FEIEA Grand Prix may assign it to the correct category.
- Entries will be assessed as internal communications. If an entry is produced solely for an external audience and serves no internal communication purpose, it will be disqualified. No refunds can be given for disqualified entries.
- If there are insufficient entries in any category, that category will be closed and a refund will be given to entrants in that class.
- No material can be returned to entrants.

***On pages 8 to 22 you will find more information
to help you enter each class***

WHERE TO SEND YOUR ENTRIES

	Postal entries	Email entries
Austria	Heidi Abentung, FEIEA Grand Prix, VIKOM, Schwarzenbergplatz 4, 1031 Wien	h.abentung@iv-net.at
Belgium, Netherlands, Luxembourg, France	Marie-Eve Deltenre, FEIEA Grand Prix, Vivaqua, 70 rue aux Laines, 1000 Bruxelles, Belgique	marie-eve.deltenre@vivaqua.be
Denmark, Sweden, Norway, Finland	Poul Erik Larsen, FEIEA Grand Prix, Krogagervej 3, 2720 Vanløse, Denmark	p-e-l@get2net.dk
Germany	Deutsche Public Relations Gesellschaft e.V. (DPRG), FEIEA Grand Prix, Unter den Eichen 128, 12203 Berlin	info@dprg.de
Hungary	Association of Hungarian Scientific and Industrial Editors, FEIEA Grand Prix, 1027 Budapest, F Ö u. 68	grandprix@feiea.com
Italy	ASCAI, FEIEA Grand Prix, Via Cosseria 2, 00192 Roma	asca@iol.it
Portugal & Spain	APCE, FEIEA Grand Prix, Av. da Liberdade, 24, 1250-144 Lisboa, Portugal	paula.portugal.mendes@apce.pt
Slovenia	Elizabeta Biluš, FEIEA Grand Prix, Gorenje d.d., Partizanska 12, 3320 Velenje	elizabeta.bilus@gorenje.com
Switzerland	SVIK/ASCI, Postfach 576, 3000 Bern 7	svik@bluewin.ch
UK & Ireland	FEIEA Grand Prix, c/o Communicators in Business, Suite GA2, Oak House, Woodlands Business Park, Breckland, Linford Wood West, Milton Keynes, MK14 6EY	tim@cib.uk.com

If your country is not listed above, please send your entry to:

Marie-Eve Deltenre
 FEIEA Grand Prix Director
 Vivaqua
 70 rue aux Laines
 B - 1000 Bruxelles
 Belgique

Email: grandprix@feiea.com

ENTRY FEES

If you are a member of a national association within FEIEA (or if you hold individual membership), you will benefit from a reduced entry fee.

Category	Member of FEIEA *	Non-member of FEIEA
Printed publications	50 euros	100 euros
Electronic communications	50 euros	100 euros
Communication events	100 euros	200 euros
Communication strategies	100 euros	200 euros

The entry fees for communication events and communication strategies are higher, to reflect the extra work involved in judging these categories.

*** The following national associations are members of FEIEA. If you are a member of any of these associations, you will benefit from the reduced entry fee.**

Austria	Verband für Integrierte Kommunikation (VIKOM)
Belgium	Association Belge de la Communication Interne (ABCI) / Belgische Koninklijk Vereniging van de Bedrijfspers (BVB)
Denmark	Foreningen for Intern Kommunikation (FIK)
Germany	Deutsche Public Relations Gesellschaft (DPRG)
Hungary	Hungarian Association of Scientific, Company & Industrial Editors (AHSCIE)
Italy	Associazione per lo Sviluppo delle Comunicazioni Aziendali in Italia (ASCAI)
Portugal	Associação Portuguesa de Comunicação de Empresa (APCE)
Slovenia	PR Society of Slovenia, Section of Internal Communicators
Switzerland	SVIK / ASCI
UK & Ireland	British Association of Communicators in Business (CiB)

If your country's national association is not currently a member of FEIEA, you may apply for individual membership. Please visit the 'how to join' section of the FEIEA website (www.feiea.com) for details. Individual members pay the reduced entry fee.

HOW TO PAY YOUR ENTRY FEE

- You will receive an invoice from your local national association (see page 6). If your country is not listed on page 6, you will receive an invoice directly from FEIEA.
- Invoices will be issued in euros or (where applicable) in the currency of your local national association. Invoices in local currencies will be calculated according to the exchange rate on the closing date of the competition (10 June 2010). Entrants in countries whose national associations are not currently members of FEIEA will be invoiced in euros.
- Entry fees must be paid by 20 August 2010.** Entries may be disqualified if payment is not received by that date.

PRINTED PUBLICATIONS

Class 1

Best internal multi-language publication – single publication

This category is for:	<ul style="list-style-type: none">• A one-off publication (e.g. for a special occasion) produced in more than one European language
Please send:	<ul style="list-style-type: none">• A copy of the publication in each of the languages in which it is produced• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Good content that meets the needs of its target audience• Consistent messages across all languages• Good variety, pace and balance of content• Good headlines and captions that attract the reader• Good use of language:<ul style="list-style-type: none">• quality of writing• appropriate style for the target audience• Open communication about issues facing the organisation• Publication of the employees' point of view and management responses (where appropriate)• Attractive design/layout – e.g:<ul style="list-style-type: none">• use of photographs and illustrations• typography• colour

PRINTED PUBLICATIONS

Class 2

Best internal multi-language publication – regular publication

This category is for:	<ul style="list-style-type: none">• A regular publication (e.g. a magazine produced several times a year) in more than one European language
Please send:	<ul style="list-style-type: none">• A copy of the publication in each of the languages in which it is produced• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Good content that meets the needs of its target audience• Consistent messages across all languages• Good variety, pace and balance of articles• Good headlines and captions that attract the reader• Good use of language:<ul style="list-style-type: none">• quality of writing• appropriate style for the target audience• Open communication about issues facing the organisation• Publication of the employees' point of view and management responses (where appropriate)• Attractive design/layout – e.g:<ul style="list-style-type: none">• use of photographs and illustrations• typography• colour

PRINTED PUBLICATIONS

Class 3

Best internal magazine/news-magazine

This category is for:	<ul style="list-style-type: none">• Publications which contain more features than news stories, with a pictorial front cover
Please send:	<ul style="list-style-type: none">• One copy of the magazine• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Good content that meets the needs of its target audience• Good variety, pace and balance of articles• Good headlines and captions that attract the reader• Good use of language:<ul style="list-style-type: none">• quality of writing• appropriate style for the target audience• Open communication about issues facing the organisation• Publication of the employees' point of view and management responses (where appropriate)• Attractive design/layout – e.g:<ul style="list-style-type: none">• use of photographs and illustrations• typography• colour

PRINTED PUBLICATIONS

Class 4

Best internal newspaper/newsletter

This category is for:	<ul style="list-style-type: none">• Publications which contain more news stories than features, with articles on the front cover
Please send:	<ul style="list-style-type: none">• One copy of the newspaper• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Good content that meets the needs of its target audience• Good variety, pace and balance of articles• Good headlines and captions that attract the reader• Good use of language:<ul style="list-style-type: none">• quality of writing• appropriate style for the target audience• Open communication about issues facing the organisation• Publication of the employees' point of view and management responses (where appropriate)• Attractive design/layout – e.g:<ul style="list-style-type: none">• use of photographs and illustrations• typography• colour (if used)

PRINTED PUBLICATIONS

Class 5

Best front cover

This category is for:	<ul style="list-style-type: none">• Best front cover used on an internal publication
Please send:	<ul style="list-style-type: none">• One copy of the publication• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Strong impact• Relevance/appeal to the target audience• Good selection and creative use of images• Good use and presentation of text and coverlines

PRINTED PUBLICATIONS

Class 6

Best photograph

This category is for:	<ul style="list-style-type: none">• Best photograph used in an internal publication
Please send:	<ul style="list-style-type: none">• One copy of the publication, with the entry photograph clearly marked• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Strong impact• Relevance to the context• Technical quality of the photograph• Creative use of the photograph

PRINTED PUBLICATIONS

Class 7

Best cartoon or illustration

This category is for:	<ul style="list-style-type: none">• Best cartoon or illustration used to illustrate an article in an internal publication
Please send:	<ul style="list-style-type: none">• One copy of the publication, with the entry cartoon or illustration clearly marked• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Strong impact• Relevance to the context• Technical quality• Creative use of the cartoon or illustration

ELECTRONIC COMMUNICATIONS

Class 8

Best internal electronic newsletter

This category is for:	<ul style="list-style-type: none">• Electronically published internal newsletters (e.g. a newsletter published as a self-contained section of an intranet site, or an e-zine sent to employees or members of an organisation)
Please send:	<ul style="list-style-type: none">• One copy of the newsletter, with all interactive features working:<ul style="list-style-type: none">• the material must be supplied as a working linkable HTML file with supporting images correctly linked• linked screens may be replaced by a linked 'apology' screen when commercial secrecy needs to be protected• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Good content that meets the needs of its target audience• Good headlines and captions• Good use of language:<ul style="list-style-type: none">• quality of writing• appropriate style for the target audience and for the medium• writing to avoid 'spam' filters• Good use of hyperlinks and supporting text• Ease of navigation on-screen• Ease of reading on-screen• Attractive design – e.g:<ul style="list-style-type: none">• use of photographs and illustrations• typography• colour• clear navigation• Good use of interactive features• Open communication about issues facing the organisation• Publication of the employees' point of view and management responses (where appropriate)

ELECTRONIC COMMUNICATIONS

Class 9

Best intranet site

This category is for:	<ul style="list-style-type: none">• Intranet sites (for an internal audience)
Please send:	<ul style="list-style-type: none">• Access details and passwords for a section of the intranet site (between 50 and 250 web pages). The site must be accessible for the whole judging period, from June to the end of September, to cover all three stages of judging.• If you prefer, you can submit the relevant section of the intranet site (between 50 and 250 web pages) as an HTML file, with all links and interactive features working. If necessary, please provide any special instructions for viewing the HTML file.• Include a completed entry form.
The judges give points for:	<ul style="list-style-type: none">• Good content that meets the needs of its target audience• Good content management (e.g. frequent updates)• Good use of language:<ul style="list-style-type: none">• quality of writing• appropriate style for the target audience and for the medium• Good structure and 'information architecture'• Good use of hyperlinks• Accessibility and usability – e.g:<ul style="list-style-type: none">• ease and speed of navigation• ease of reading on-screen• Good design – e.g:<ul style="list-style-type: none">• typography• colour• use of a consistent template• good use of photographs and illustrations• clear navigation• Good use of the medium (e.g. interactive features)• How easily employees can comment or publish their point of view

ELECTRONIC COMMUNICATIONS

Class 10

Best audio-visual communication

This category is for:	<ul style="list-style-type: none">• CDs, DVDs and audio-visual broadcasts to an internal audience
Please send:	<ul style="list-style-type: none">• One copy of your entry in an electronic format (video tapes cannot be accepted)• A completed entry form
The judges give points for:	<ul style="list-style-type: none">• Good content that meets the needs of its target audience• Good pace and balance• Language: style and quality of the script• Delivery: style and quality of the presentation• Production quality

INTERNAL COMMUNICATION EVENT

Class 11

Best internal communication event – single event

This category is for:	<ul style="list-style-type: none">• A single internal communication event (e.g. a conference or employee engagement event), intended to communicate a particular business issue with employees or members of an organisation.• The category does not include routine team-meetings, or training courses intended to teach the practical aspects of an employee's day-to-day role.
Please send:	<ul style="list-style-type: none">• A summary of the planning, preparation, delivery and outcome of your internal communication event. The summary must be written in English, and may be up to six pages of A4. The summary should cover:<ul style="list-style-type: none">• OBJECTIVES: define the objectives of the communication event and the business issue that it addressed• AUDIENCE: define the intended audience• SOLUTION: describe the solution you developed and the thinking behind it• IMPLEMENTATION: describe how you organised and delivered the event, and how you overcame any challenges or constraints• OUTCOME: describe how you measured the outcome of the event, and give evidence of its success in achieving its objectives.• Include samples of the communication materials used during the event.• Send a completed entry form.
The judges give points for:	<ul style="list-style-type: none">• Entries which demonstrate a full range of communication management skills (e.g. research, analysis, planning, implementation and evaluation).• Judges will assess:<ul style="list-style-type: none">▪ did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation?▪ did the entry clearly define the nature of the intended audience, and did it demonstrate an awareness of their needs?▪ did the solution fit the objectives of the programme and the needs of the audience?▪ how effectively was the event organised, and how well did the organisers overcome any challenges or constraints?▪ how effectively was the outcome of the event measured, and did it meet its objectives?▪ did the samples of communication materials support the project?

INTERNAL COMMUNICATION EVENT

Class 12

Best internal communication event – multiple events

<p>This category is for:</p>	<ul style="list-style-type: none">• A series of linked internal communication events (e.g. roadshows), intended to communicate a particular business issue with employees or members of an organisation.• The category does not include routine team-meetings, or training courses intended to teach the practical aspects of an employee's day-to-day role.
<p>Please send:</p>	<ul style="list-style-type: none">• A summary of the planning, preparation, delivery and outcome of your internal communication events. The summary must be written in English, and may be up to six pages of A4. <p>The summary should cover:</p> <ul style="list-style-type: none">• OBJECTIVES: define the objectives of the communication events and the business issue that they addressed• AUDIENCE: define the intended audience/s• SOLUTION: describe the solution you developed and the thinking behind it• IMPLEMENTATION: describe how you organised the events, how you overcame any challenges or constraints, and any changes that you made during the series of events to reflect feedback received• OUTCOME: describe how you measured the outcome of the events, and give evidence of their success in achieving their objectives. <ul style="list-style-type: none">• Include samples of the communication materials used during the events.• Send a completed entry form.
<p>The judges give points for:</p>	<ul style="list-style-type: none">• Entries which demonstrate a full range of communication management skills (e.g. research, analysis, planning, implementation and evaluation).• Judges will assess:<ul style="list-style-type: none">▪ did the entry clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation?▪ did the entry clearly define the nature of the intended audience/s, and did it demonstrate an awareness of their needs?▪ did the solution fit the objectives of the programme and the needs of the audience?▪ how effectively were the events organised, and how well did the organisers overcome any challenges or constraints?▪ how effectively was the outcome of the events measured, and did they meet their objectives?▪ did the samples of communication materials support the project?

INTERNAL COMMUNICATION STRATEGY

Class 13

Best internal communication strategy – single issue

This category is for:	<ul style="list-style-type: none">• Internal communication projects defined by a communication strategy, which communicate a single issue.
Please send:	<ul style="list-style-type: none">• A summary of your communication strategy, written in English. The summary may be up to six pages of A4. The summary should cover:<ul style="list-style-type: none">• OBJECTIVES: define the objectives of the communication project and the business issue that it addressed• AUDIENCE: define the intended audience• SOLUTION: describe the solution you developed and the thinking behind it• IMPLEMENTATION: describe how you implemented the solution, and how you overcame any challenges or constraints• OUTCOME: describe how you measured the outcome of the project, and give evidence of its success in achieving its objectives.• Include samples of the communication materials produced as part of the project. If this includes an intranet site, please provide access details or submit the relevant intranet pages.• Send a completed entry form.
The judges give points for:	<ul style="list-style-type: none">• Entries which demonstrate a full range of communication management skills (e.g. research, analysis, strategy, planning, implementation and evaluation).• Judges will assess:<ul style="list-style-type: none">▪ did the project clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation?▪ did the project clearly define the nature of the intended audience, and did it demonstrate an awareness of their needs?▪ did the solution fit the objectives of the programme and the needs of the audience?▪ how effectively was the solution implemented, and how well did the project overcome any challenges or constraints?▪ how effectively was the outcome of the project measured, and did it meet its objectives?▪ did the samples of work support the project?

INTERNAL COMMUNICATION STRATEGY

Class 14

Best internal communication strategy – ongoing project

This category is for:	<ul style="list-style-type: none">• Internal communication projects defined by a communication strategy, which are ongoing (e.g. communicating an organisation's overall vision/values/objectives, etc).
Please send:	<ul style="list-style-type: none">• A summary of your communication strategy, written in English. The summary may be up to six pages of A4. The summary should cover:<ul style="list-style-type: none">• OBJECTIVES: define the objectives of the communication project and the business issues that it addressed• AUDIENCE: define the intended audience• SOLUTION: describe the solution you developed and the thinking behind it• IMPLEMENTATION: describe how you implemented the solution, and how you overcame any challenges or constraints• OUTCOME: describe how you measured the outcome of the project, and give evidence of its success in achieving its objectives.• Include samples of the communication materials produced as part of the project. If this includes an intranet site, please provide access details or submit the relevant intranet pages.• Send a completed entry form.
The judges give points for:	<ul style="list-style-type: none">• Entries which demonstrate a full range of communication management skills (e.g. research, analysis, strategy, planning, implementation and evaluation).• Judges will assess:<ul style="list-style-type: none">▪ did the project clearly define the business issues which it set out to address, and its objectives in relation to the needs of the organisation?▪ did the project clearly define the nature of the intended audience, and did it demonstrate an awareness of their needs?▪ did the solution fit the objectives of the programme and the needs of the audience?▪ how effectively was the solution implemented, and how well did the project overcome any challenges or constraints?▪ how effectively was the outcome of the project measured, and did it meet its objectives?▪ did the samples of work support the project?

INTERNAL COMMUNICATION STRATEGY

Class 15

Best internal communication strategy – multinational project

This category is for:	<ul style="list-style-type: none"> • Internal communication projects defined by a communication strategy, which communicate to audiences in more than one country.
Please send:	<ul style="list-style-type: none"> • A summary of your communication strategy, written in English. The summary may be up to 10 pages of A4. The summary should cover: <ul style="list-style-type: none"> • OBJECTIVES: define the objectives of the communication project and the business issues that it addressed • AUDIENCE: define the intended audience • SOLUTION: describe the solution you developed and the thinking behind it • IMPLEMENTATION: describe how you implemented the solution, and how you overcame any challenges or constraints • OUTCOME: describe how you measured the outcome of the project, and give evidence of its success in achieving its objectives. • Include samples of the communication materials produced as part of the project. If this includes an intranet site, please provide access details or submit the relevant intranet pages. • Send a completed entry form.
The judges give points for:	<ul style="list-style-type: none"> • Entries which demonstrate a full range of communication management skills (e.g. research, analysis, strategy, planning, implementation and evaluation). • Judges will assess: <ul style="list-style-type: none"> ▪ did the project clearly define the business issue which it set out to address, and its objectives in relation to the needs of the organisation? ▪ did the project clearly define the nature of the intended audience, and did it demonstrate an awareness of their needs? ▪ did the solution fit the objectives of the programme and the needs of the audience? ▪ how effectively was the solution implemented, and how well did the project overcome any challenges or constraints? ▪ how effectively was the outcome of the project measured, and did it meet its objectives? ▪ did the samples of work support the project?

ANY QUESTIONS?

Please contact:

- your national representative (see page 6)
- or the FEIEA Grand Prix Director (grandprix@feiea.com)