



The ICon awards 2011

Recognising the best internal communication professionals

Entry form

» Deadline for entries: September 5th 2011

Institute
of Internal
Communication

The power within



Hello and welcome to the ICon Awards 2011

We're delighted to invite you to enter the first national ICon Awards.

With a new name for these, our "people" awards, we are clarifying the differences between our two national award competitions. The ICon Awards, formerly the Communicator of the Year 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.

These are demanding times, with increased pressure on pretty well everyone in the workplace, so it's all the more important that good work gets acknowledged and encouraged through public recognition. We hope that you'll take this chance to commend your colleagues (or even yourself).

Tell us why you or your colleagues deserve an award. Show us the evidence, and a panel of senior practitioners will view your work and make their judgement. Winners will be announced at a gala dinner on November 17th at London's Landmark Hotel.

Paul Brasington
IoIC Awards Chairman



Entry classes

There are 14 classes. Each class will have a selection of Awards of Excellence winners and an overall class winner.

- Class 1:** Best in-house team - corporate
- Class 2:** Best in-house team - public/not for profit
- Class 3:** Best line manager (for a non-professional communicator who has worked in a noteworthy way with the communication team)
- Class 4:** The Kathie Jones 'Rising Star' (a newcomer to the sector who's shown outstanding promise)
- Class 5:** Best editor (for work in any media, print or digital)
- Class 6:** Best writer (for work in any media, print or digital)
- Class 7:** Best designer (for work in any media, print or digital)
- Class 8:** Best photographer
- Class 9:** Best freelance/interim
- Class 10:** Best agency team (aimed at multi-team agencies – smaller agencies where the team is the agency should enter Class 11)
- Class 11:** Best agency (best overall performance)
- Class 12:** Best accreditation student (open to all working on the IoIC accreditation programme, and nominated by accreditation team staff)
- Class 13:** Internal Communicator of the Year (likely to be a senior corporate IC manager though if you can make a case for the title in a different role we'll listen!)
- Class 14:** The ICon Award (for the individual behind the most influential or innovative work of the year)

Two other awards will be presented on November 17th, the Communicator of the Year and the IoIC Lifetime Achievement Award



What do you need to do?

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

On no more than two sides of A4, please give:

- An outline of the project you think best represents the entrant's work, and why
- Brief supporting information about the individual or team's work around the project, and why it mattered
- The context: target audience, organisation objectives, communication goals and any constraints
- Achievement: describe the impact of the project and show any systematic evaluation of that impact.
- A short biography (not classes 1, 2, 10, 11)

Supporting information for each entry must include:

- Two examples of your work eg. projects, strategy, images, publications, online material and any relevant measurement

The showcase project should have been delivered largely between August 1st 2010 and August 1st 2011.

What you will receive

Each entry will receive a summary highlighting the judges' view of strengths and – where appropriate – constructive comments for development.

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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 ICon awards dinner and to find out who has won the class title.

The dinner is being held at the Landmark Hotel, Marylebone Road, London on November 17th in the evening.



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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 name:

Address:

Contact tel:

Contact email address:

Class entered (please tick appropriate box)

- **Class 1:** Best in-house team - corporate
- **Class 2:** Best in-house team - public/ not for profit
- **Class 3:** Best line manager (for a non-professional communicator who has worked in a noteworthy way with the communication team)
- **Class 4:** The Kathie Jones 'Rising Star' Award (a newcomer to the sector who's shown outstanding promise)
- **Class 5:** Best editor (for work in any media, print or digital)
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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 £90 + VAT = £108

Non-members £120 + VAT + £144

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

Payment options – please tick as required:

- Cheque made payable to the Institute of Internal Communication enclosed (For multiple entries, only one cheque needs to be sent for the full amount)
- Paid online at www.ioic.org.uk
- Please send receipt
- Please send invoice to contact named above
- Purchase order reference number – if required by your organisation
Number here :

Send your entry and supporting material to:

Awards Administrator, Institute of Internal Communication, Suite GA2,
Oak House, Woodlands Business Park, Linford Wood West, Milton Keynes, MK14 6EY
by 5th September 2011.

Any queries?

Contact Tim Beynon on tim@ioic.org.uk
or call: 01908 313755