

# IoIC Regional Awards competitions: supporting information

This document is designed to give you more information and help than is possible to include on the regional entry forms. As such, it supplements the entry form produced by each region, which will give you:

- The classes that can be entered
- The closing date for entries
- The timeframe within which entries should have been produced
- Specific rules for classes not offered by all regions.

There are variations for each region so please check carefully, particularly if you are able to enter more than one regional awards competition.

## Entry

You can enter any of the regional awards provided:

- 1) You are based in the relevant region
- 2) The client or supplier is based in the region
- 3) More than 51% of the audience is based in the region.

Theoretically, this means that one entry could be entered in three regional awards if, for example, the head office of the organisation is in Birmingham (IoIC Central), the agency producing the work is in Southampton (IoIC South) and more than 51% of the audience is in Scotland or Newcastle (IoIC Scotland or IoIC North respectively). In practice, it's very rare for an entry to be eligible for three competitions but it is not unusual to find entries eligible for two. As a result, the regions have been working hard to make sure that where classes are the same they have the same judging criteria.

IoIC awards administrators and judges are all volunteers, so we'd ask all entrants to help them as much as possible.

- Please send two copies of your entry – there is often more than one round of judging in a very tight schedule and if you only send one copy we have to wait for it to be couriered around the country.
- English regions only need one copy of the entry form – it's purely for administrative purposes and never goes to the judges. If you want to attach it to your publication please use a paperclip rather than staples – it's quicker for the administrators to remove and doesn't leave holes in your entry. We do need a separate entry form for each entry.
- We know that not all organisations can send cheques or allow you to pay online at the time of entry. Please write 'Invoice required' in the space marked cheque enclosed on the entry form, make sure you include any purchase order reference required and we'll do the rest.
- Your supporting information enables the judge to assess your entry. It needs to include a description of your audience, the entry's objectives, how you think it meets those objectives and details of any measurement carried out. In the case of new/relaunched publications formal measurement is often not available but anecdotal feedback is acceptable.

- All regions offer extended critiques for an extra charge. These must be requested at the time of entry. We cannot guarantee that the judges will be available to do them afterwards and there is an administration charge to cover the extra expense we (and sometimes they) incur.
- We want you to do as well as possible, so if the administrators feel you have entered in the wrong class they will place it in the class in which they feel it has the most chance of success.
- If you are entering a strategy class please make sure all the supporting elements of your entry, such as samples of materials produced, are bundled together – there is no need to put them in a box file; an envelope or rubber bands will work and will keep your postage costs down.
- Entries cannot be returned.

## Judging criteria

Each regional committee has the discretion to choose which classes it runs and will base its decision around local knowledge and demand. Criteria for classes which do not appear in multiple regions can be found on the relevant entry form. Many classes appear in all regional awards competitions (although not necessarily in the order listed here) and the judging criteria for them appears below:

Category	Criteria judges give points for
<p>Best magazine Magazines usually have a pictorial front cover and a bias towards features rather than news.</p>	<ul style="list-style-type: none"> <li>• Good content that meets the needs of its target audience</li> <li>• Good variety, pace and balance of articles</li> <li>• Good headlines and captions that attract the reader</li> <li>• Good use of language: both quality and appropriate style for target audience</li> <li>• Open communication about issues facing the organisation</li> <li>• Publication of the employees' point of view and management responses (where appropriate)</li> <li>• Attractive design/layout including: photographs/illustrations, colour, typography</li> </ul>
<p>Best newsmagazine Newsmagazines usually have a pictorial front cover and a bias towards news rather than features.</p>	<ul style="list-style-type: none"> <li>• Good content that meets the needs of its target audience</li> <li>• Good variety, pace and balance of articles</li> <li>• Good headlines and captions that attract the reader</li> <li>• Good use of language: both quality and appropriate style for target audience</li> <li>• Open communication about issues facing the organisation</li> </ul>

	<ul style="list-style-type: none"> <li>• Publication of the employees' point of view and management responses (where appropriate)</li> <li>• Attractive design/layout including: photographs/illustrations, colour, typography</li> </ul>
<p>Best newspaper</p> <p>A newspaper's front cover will usually contain both stories and images and the publication's size will usually be larger than A4</p>	<ul style="list-style-type: none"> <li>• Good content that meets the needs of its target audience</li> <li>• Good variety, pace and balance of articles</li> <li>• Good headlines and captions that attract the reader</li> <li>• Good use of language: both quality and appropriate style for target audience</li> <li>• Open communication about issues facing the organisation</li> <li>• Publication of the employees' point of view and management responses (where appropriate)</li> <li>• Attractive design/layout including: photographs/illustrations, colour (if used), typography</li> </ul>
<p>Best newsletter</p> <p>A newsletter will usually be A4 or smaller in size and its front cover will contain both images and stories.</p>	<ul style="list-style-type: none"> <li>• Good content that meets the needs of its target audience</li> <li>• Good variety, pace and balance of articles</li> <li>• Good headlines and captions that attract the reader</li> <li>• Good use of language: both quality and appropriate style for target audience</li> <li>• Open communication about issues facing the organisation</li> <li>• Publication of the employees' point of view and management responses (where appropriate)</li> <li>• Attractive design/layout including: photographs/illustrations, colour (if used), typography</li> </ul>
<p>Best photograph/illustration: please note, this award is made for a single photograph or illustration, including cartoons; if the image/illustration is included within a collection please clearly indicate which is the entry.</p>	<ul style="list-style-type: none"> <li>• Strong impact</li> <li>• Relevance to context</li> <li>• Technical quality</li> <li>• Composition</li> <li>• Creativity</li> </ul>
<p>Electronic newsletter</p> <p>Links should be working but an 'apology' screen can be used where commercially sensitive information needs to be protected.</p>	<ul style="list-style-type: none"> <li>• Good content that meets the needs of its target audience</li> <li>• Good headlines and captions</li> <li>• Good use of language: including quality, writing to avoid spam filters and appropriate style for target audience and medium</li> </ul>

	<ul style="list-style-type: none"> <li>• Good use of hyperlinks and supporting text</li> <li>• Ease of navigation</li> <li>• On-screen readability</li> <li>• Attractive design/layout including: photographs/illustrations, colour, typography, clear navigation</li> <li>• Open communication about issues facing the organisation</li> <li>• Publication of the employees' point of view and management responses (where appropriate)</li> </ul>
<p>Best intranet Entrants should supply either access details and password or supply the relevant section (between 50 and 250 web pages) as an HTML file</p>	<ul style="list-style-type: none"> <li>• Good content that meets the needs of its target audience</li> <li>• Good content management (eg frequent updates)</li> <li>• Good use of language: including quality and appropriate style for target audience and medium</li> <li>• Good structure and information architecture</li> <li>• Good use of hyperlinks</li> <li>• Accessibility and usability including ease of navigation and on-screen readability</li> <li>• Good design/layout including: use of a consistent template photographs/illustrations, colour, typography, clear navigation</li> <li>• Good use of interactive features</li> <li>• Ability of employees to leave comments/express opinions</li> </ul>
<p>Best audio/visual For DVDs, CDs, podcasts, webcasts</p>	<ul style="list-style-type: none"> <li>• Good content that meets the needs of its target audience</li> <li>• Good pace and balance</li> <li>• Language: style and quality of the script</li> <li>• Delivery: style and quality of the presentation</li> <li>• Production quality</li> </ul>
<p>Strategy/Campaign (some competitions split these into single event/campaign) Your entry should contain a summary of your:</p> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Audience(s)</li> <li>• Solution (including the thinking behind it)</li> <li>• Implementation (include how you overcame any challenges/constraints in the case of a campaign how you responded to feedback)</li> </ul>	<ul style="list-style-type: none"> <li>• Entries which display the full range of communication management skills: research, analysis, planning, implementation and evaluation</li> </ul> <p>To assess entries' success, judges will consider:</p> <ul style="list-style-type: none"> <li>• Whether the entry clearly defined the business issue it aimed to address and its objectives in relation to the needs of the organisation</li> <li>• Whether the entry defined the audience and demonstrated an awareness of its needs</li> </ul>

<ul style="list-style-type: none"> <li>• Outcome (measurement and describe success in meeting objectives)</li> </ul> <p>Unless stated otherwise on the entry form, the summary should be no longer than six typed sides of A4.</p> <p>Please remember to include samples of communications materials produced as part of the strategy</p>	<ul style="list-style-type: none"> <li>• Whether the solution fitted the programme’s objectives and the audience’s needs</li> <li>• How effectively event(s) were organised and how the entrant dealt with constraints/challenges</li> <li>• How effectively the outcome(s) were measured and whether they met their objectives</li> <li>• Whether the communications samples supported the strategy</li> </ul>
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## Feedback

We hope you’ve found this document useful and that it’s provided you with some useful insights about what the judges are looking for and supported you in putting your entry together. If you have any questions or suggestions for things we should include, please email [Brenda@ioic.org.uk](mailto:Brenda@ioic.org.uk)