



2013 IABC Detroit's Renaissance Awards How to Enter – Process and Rules

IABC Detroit's Renaissance Awards honor excellence in business communication designed to promote the image, marketing or programs of a specific organization. Most aspects of this program mirror IABC International's Gold Quill Awards.

For more information, contact Claudia Acosta Saliba at iabcrenawards@gmail.com

ELIGIBILITY

IABC Detroit's 2013 Renaissance Awards Program is open to all communicators (IABC members and non-members) in southeast Michigan, northwest Ohio and southwest Ontario.

More than half of the entry submitted must have been completed between March 1, 2012, and March 1, 2013. The entrant must have had direct involvement with the entry.

If the work was produced and entered by an agency or freelancer, the client should be aware of the entry submission to avoid duplicate submissions.

Items and/or programs for sale to the general public are not eligible.

DEADLINES

All entries must be received (not postmarked) by 5 p.m. on March 22, 2013

HOW TO ENTER THE RENAISSANCE AWARDS

- 1) Choose the appropriate [division and category](#) for your entry.
- 2) Complete the [Entry Form](#) and make **two** copies for each entry as described below.
- 3) Prepare the [work plan and work sample](#).
- 4) Assemble and package your entry:
 - a) You must submit **TWO copies*** of EACH entry. Each copy should include an **Entry Form affixed to the FRONT**, work plan and a work sample self-contained in a binder or envelope and properly labeled. Entries will be disqualified if we do not receive two copies. If you have support materials that could easily fall out, put items/elements in an envelope (especially DVDs and CDs) and attach to the entry. All pieces must be properly labeled with entrant's name, entry title, division and category.
 - b) If your entry is oversized, please submit photographs or reduced copies. Oversized entries (i.e., mounted on foam core or cardboard larger than 11" x 17") will be **disqualified**.
 - c) Using tabs to separate different sections of your entry (i.e. entry forms, work plan, work sample) helps judges easily identify your work. Avoid paper clips and rubber bands. Consider using plastic

sleeves for printed materials and photos and re-sealable plastic pouches for DVDs, CDs, etc.
Label all items in case of separation.

***Note:** One copy of each entry is shipped to the judging chapters, while the other copy remains with IABC Detroit. Entries sent to judges are NOT returned. Entries kept by IABC Detroit are available for pick up **only** on the night of the Renaissance Awards Program.

5) Payment and Delivery:

- a) You can pay by check, made payable to IABC Detroit, or by PayPal at www.iabcdetroit.com. You do not need a PayPal account to pay electronically.
- b) All payments must accompany your entry. Entry Deadline is March 22, 2012 at 5 p.m. (Received not postmarked).
- c) Make sure Entry Payment Form is filled out and attached to payment or payment verification.

DO NOT COPY THE ENTRY PAYMENT FORM ON THE BACK OF THE ENTRY FORM.
Both forms must be kept separate.

Cost Per Entry:
IABC Member - \$85
Non-Member - \$105

Send your entries along with your payment to:

IABC Detroit's Renaissance Awards
c/o Burke Video
2877 Daley
Troy, MI 48083

PREPARING YOUR WORK PLAN AND WORK SAMPLE

THE WORK PLAN

The work plan is an executive summary of your communication strategy and an explanation of its implementation and outcome.

Specifications:

- Entries must be typed on 8.5" x 11" paper.
- Minimum font size is 10-point.
- Use single column format with no less than ½" margin on all sides.

List the following at the top of your work plan:

- Entrant's name
- Title of entry
- Division and category
- Entrant's organization
- Client organization or outside agency (if applicable)
- Time period of project: Specify when the communication project took place. More than half of the entry submitted must have been completed between March 1, 2012 and March 1, 2013. The entrant must have had direct involvement with the entry.
- Brief description of entry in one or two sentences.

Writing a Work Plan:

For Division 1: Communication Management

Up to four pages, worth 50% of total score.

AND

For Division 2: Communication Skills

Up to three pages, worth 40% of total score.

Use these headings:

Need/Opportunity: Describe the need or opportunity this project was designed to address. Clearly describe the issues the organization faced and outline any impact these issues had on performance, reputation, image, profits, participation, etc. Highlight any formal or informal research findings that support your analysis.

Intended Audience(s): Identify your primary and other relevant audiences. What was the audience's state of mind? What key characteristics (needs, preferences, demographics, etc.) did you take into account when developing your solution? Describe any research you did on your audience.

Goals/Objectives: Describe what your communication project was designed to accomplish. Choose one or two to describe in detail. These goals should be aligned with your organization's future needs. Objectives should be realistic and measurable, and should address outcomes such as quantity, quality, time, cost, percentages, quality or other criteria. These measures are often financial, but not always. If not, describe.

Solution Overview: Outline your project's solution and the logic that supported it. Tell us why you did what you did. The solution should demonstrate your thought process, imagination and approach to problem solving. Discuss how you involved stakeholders in developing the solution. Identify key messages. Present the tactics and communication vehicles you used. Identify your role and your level of involvement and responsibility.

Implementation and Challenges: State your project budget. Show that you made efficient use of money. Discuss time frames. Describe any limitations or challenges that you faced when communicating and implementing your ideas. (Judges are looking for flexibility and a capacity to resolve problems and negotiate solutions.) Note any special circumstances and discuss how they were addressed.

Measurement/Evaluation of Outcome: How did you measure the project's results? Every result should be linked to one or more objectives. Results must be shown to be valuable, thorough and convincing. Measurement should demonstrate outcomes, not outputs.

For Division 3: Communication Creative

Up to two pages, worth 25% of total score

Use these headings:

Project Summary: Give an overview of your project. What business need or opportunity did your creative solution address?

Intended Audience(s): Identify your primary and other audience(s). Describe the key characteristics (needs, preferences demographics, etc.) that you considered when developing your solution. Describe any research you did on your audience.

Objective: What were your project's creative objectives? What outcome did you target? How did your creative objectives address your organization's business need or opportunity?

Key Messages/Theme: What messages or themes were most critical to convey? State your key messages or themes.

Creative Rationale: Summarize the creative solution and the logic that supported it. Tell us why you did what you did. Describe how your solution demonstrates insight and imagination. Identify your role in the project and your level of involvement and responsibility.

Results: In what way did you achieve your project's objectives? How did your creative solution address the business need or opportunity? Demonstrate the effectiveness of your creative solution by showing increases in sales, traffic, participation or other quantifiable outcomes. Discuss your budget, resources and time frames and show efficient use of each.

THE WORK SAMPLE

The work sample consists of all the supporting material illustrating your communication program. It can include items such as DVDs or CDs, publications, design work, written communication, photography, computer programs, an executive summary of research results, the media buy, etc. Your work sample should represent the scope of your work.

The work sample is worth the following percent of the total score:
Division 1: Communication Management Division, worth 50% of total score.
Division 2: Communication Skills Division, worth 60% of total score.
Division 3: Communication Creative Division, worth 75% of total score.

Specifications for Work Samples submitted:

Electronic/Digital Elements: Electronic and interactive work samples should be viewable on Windows operating systems, with Microsoft Office software/Adobe PDF/Windows Media Player. Provide printed documentation as supporting information in case technical difficulties arise.

Web Sites: Provide the URL or IP address of the site in your entry, accompanied by printed screen shots of pages to be judged. If there's a chance the site may change after submission, consider submitting a "Tour of Work sample" (of five minutes or less) on a CD.

Intranets or "Limited, Secured Access" Sites: Provide instructions on how to register for the site, along with an account name or password. If access may be a barrier to evaluation, or if there's a chance the site may change after submission, consider submitting a "Tour of Work sample" (of five minutes or less) on a CD.

Publications: We suggest submitting three consecutive issues as a single entry. For semi-annual publications, submit both issues. For annual publications, including annual reports, submit one issue. Indicate the frequency of the publication (monthly, quarterly, semi-annual, etc.) in your work plan.

Photography: Submit your entry in the context in which it was used. For print media, submit the spread or story in which the photograph(s) appeared (a tear sheet is preferable). For photos used in displays or bulletin boards, or other cases in which size is prohibitive, send an 8" x 10" photograph of the entire project and one close-up photo.

Programs and Campaigns: Submit a complete, concise entry that is illustrative of the entire campaign. To do this, enclose representative samples of multiple program elements.

Writing Samples: Provide tear sheets or other evidence of the writing's use. For recurring features or columns, send three different samples as a single entry. For scripts or speeches, submit typed entries on 8.5" x 11" paper.

Videos: Submit a video DVD or an electronic file on CD or DVD, preferably in MP4 format.

HOW YOUR ENTRY WILL BE JUDGED

Two professional communicators from other IABC chapters throughout the country will judge each entry. The judges may designate one Award of Excellence, one Award of Merit and one Award of Honor for each category, based on a numerical scale, but are not required to do so. Entries may be moved to another category by judges if they deem it is more appropriate elsewhere.

Award of Excellence winners in the Communication Management categories will be considered for the Presidents Award. Award of Excellence winners in the Communication Skills and Communication Creative categories will be considered for the Best of Show award. One Best of Show award will be given in each of the Communication Skills and Communication Creative Divisions.

All decisions made by the judges are final.

SCORING GUIDELINES

Two judges will separately score the work plan and work sample for each entry. Scores for the work plan and work sample will be based on the Division in which the entry was submitted, as described below.

Division Number	Division Name	Maximum Work Plan Length	Judges' Scoring
1	Communications Management	4 pages	50% to work plan; 50% to sample
2	Communication Skills	3 pages	40% to work plan; 60% to sample
3	Communication Creative	2 pages	25% to work plan; 75% to sample

SCORING GUIDELINES

Winners will be notified by e-mail **mid- May 2013**. However, the award level, including the Presidents Award and Best of Show awards, will not be announced until the awards program in June. Additional awards may be ordered after the program.

PICKING UP YOUR ENTRY AND JUDGES' COMMENTS

Judging forms and entries may be picked up at the 2013 IABC Detroit's Renaissance Awards Program to be held June 27, 2013, at Henry Ford Centennial Library in Dearborn, MI. IABC Detroit **does not save entries** and any entries left after the awards program will be discarded.

IABC Detroit is not responsible for lost or damaged entries, or for errors if submitted information is illegible or inaccurate.