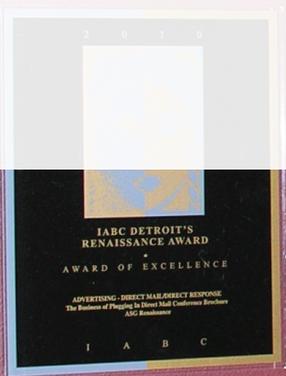




IABC Detroit  
Renaissance Awards

CREATE | COMMUNICATE | CELEBRATE



International Association  
of Business Communicators  
Detroit



## Call for Entries

2017 IABC Detroit  
Renaissance Awards





IABC Detroit  
Renaissance Awards

## CREATE | COMMUNICATE | CELEBRATE

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*Cover photo courtesy ASG Renaissance*



International Association  
of Business Communicators  
Detroit

Dear Colleagues:

For the 36 years, the IABC Detroit Renaissance Awards program has recognized outstanding communication initiatives executed by professionals throughout Southeastern Michigan and this year is no different. While we had to make changes to our original timeline, the goal of the program remains the same...recognizing the outstanding work of our fellow communications professionals.

The awards program isn't just about delivering exceptional results for your organization or clients, but rewarding the efforts it took to get there. You have spent months *Creating* a communications program, *Communicating* to your stakeholders and now it's time to *Celebrate* all of that hard work.

Just as the judges evaluate your entries, the IABC Board of Directors evaluates the Renaissance Awards program every year to ensure our program meets the global standard, is relevant to the communications professionals in our area, and provides a venue to celebrate your achievements.

This year, we redefined many of the categories and brought back the Communication Creative categories. We have updated the guidelines for writing the work plan for all divisions, and revised the scoring criteria for evaluating entries.

The Renaissance Awards program features 42 categories in three divisions. Your work will be evaluated by IABC members throughout the United States and past IABC Detroit presidents. All entrants will receive constructive feedback from the judges, which makes for an excellent professional development opportunity.

Share your best communication projects by entering the 2017 IABC Detroit Renaissance Awards and set yourself and your company apart.

I look forward celebrating your success at the first-ever IABC Detroit Renaissance Awards luncheon, September 13, at The Henry in Dearborn.

Debra L. Salem  
2017 IABC Detroit Renaissance Awards Director

## WHY YOU SHOULD ENTER THE RENAISSANCE AWARDS

Whether you win a Renaissance Award or not, the program offers numerous benefits for you, your team, your clients and your company. By entering you will:

- ▷ Gain the recognition of peers, customers, clients, and bosses acknowledging that your work is valued by others in the industry.
- ▷ Differentiate your business and personal brand (helps you stand out).
- ▷ Inspire your team, boost morale and bring them together to celebrate and share the glory.
- ▷ Build a portfolio of work that opens doors to new opportunities.
- ▷ Benchmark your work among other communications professionals.
- ▷ Receive unbiased feedback of your work from other communicators across the U.S. so that you can continue to improve.
- ▷ Broaden your expertise.
- ▷ Refine your strategic thought processes.
- ▷ Challenge yourself to new heights of innovation, creativity and strategic thinking.
- ▷ Be viewed as a leader in your field.



*Photo courtesy: Fred Ferris Photography*



*Photo courtesy: Fred Ferris Photography*

**DEADLINES:**

**Early-Bird:** Friday, June 9, 2017 – Midnight

**Final Deadline:** Friday, June 16, 2017 – Midnight

**Time frame:**

To qualify, all eligible work must be implemented, published or broadcast between *April 9, 2016* and the day of submission. If a long-term strategy was developed prior to April 2016 and was not previously entered, it is eligible for entry.

**ENTRY FEES:**

| <b>Early-bird deadline:</b> | <b>June 9</b> | <b>Final Deadline:</b> | <b>June 16</b> |
|-----------------------------|---------------|------------------------|----------------|
| IABC Members                | \$75.00       | IABC Members           | \$90.00        |
| Non-Members                 | \$100.00      | Non-Members            | \$115.00       |



Photo courtesy: Alexandra Hichel

### QUICK FACTS

- ▷ Choose from three divisions and 42 categories (we brought back the Communication Creative Division).
- ▷ IABC members from other chapters throughout the United States will review each entry and provide you with constructive feedback.
- ▷ You may enter multiple categories within one division or across divisions.
- ▷ Evaluation is based on IABC's Global Seven-point Scale of Excellence for strategic planning and execution.
- ▷ Scores for Communication Management entries are based equally on the work plan and the work sample.
- ▷ For entries in Communication Skills, the score is based 40 percent on the work plan and 60 percent on the work sample's creativity, professional execution and alignment.
- ▷ In Communication Creative, the work plan is 25 percent of the score and 75 percent of the work sample's creativity.



Photo courtesy: Fred Ferris Photography

### THE RULES

- ▷ You must upload your entry and pay the registration fee before the deadline noted. Full payment must be received for all entries you submit before or on the closing date to be eligible for evaluation.
- ▷ Upload your entry to **IABC.awardsplatform.com**
- ▷ Each entry consists of two sections: The Work Plan and the Work Sample.
- ▷ Entries must be typed on 8.5" x 11" paper using a minimum font size of 10-point and with no less than 0.5 inch margins on all sides.
- ▷ Work plans for Division 1 – Communication Management are limited to four pages using the above specifications.
- ▷ Division 2, Communication Skills, is limited to a three page work plan using the same style guide as above.
- ▷ For Division 3, Communication Creative, you will need to submit a two page work plan.

**List the following at the top of your work plan:**

- ▷ Entrant's name and organization
- ▷ Title of entry
- ▷ Division and Category
- ▷ Time period of the project

**Work Sample Specifications**

- ▷ Work sample must be in a PDF, PNG, GIF, MP4, WMV or MV4 format.
- ▷ Maximum upload of 2GB work sample files.
- ▷ For websites, please provide the URL or IP address.
- ▷ For intranets, or secured access sites, provide instructions on how to register for the site, account name or password.

**ENTRIES MAY BE DISQUALIFIED IF:**

- ▷ The work plan exceeds the page limit for the Division.
- ▷ Any element of the project violates the IABC Code of Ethics.
- ▷ It is obvious the entrant did not play a role in the project.
- ▷ The entry depends mainly on syndicated, borrowed, reprinted or stock material.
- ▷ Electronic files contain viruses, or disable or require disabling of any part of the computer system used during evaluation.
- ▷ Evaluators cannot view work samples using the instructions provided.
- ▷ If you are a consultant and your work was completed for a client, you must include client permission for your entry, or it may be disqualified.



*Photo courtesy: Fred Ferris Photography*

## ONLY FOUR STEPS TO ENTER

- ▷ Choose your category.
- ▷ Write your work plan.
- ▷ Prepare your work sample.
- ▷ Upload your entry to **IABC.awards.platform.com** and submit payment.

## WHEN PREPARING YOUR WORK PLAN, ASK YOURSELF:

- ▷ Does this work plan show how the project or program was strategically planned and implemented?
- ▷ Does it provide enough information for an evaluator (who may not be familiar with the campaign) to understand what took place?
- ▷ Does it show how the project or program helped the organization?
- ▷ Does it contain measurable objectives?
- ▷ Does it cover all of the important points and does it tell a compelling story?
- ▷ Could your plan be used to show others what works?



Photo courtesy: Fred Ferris Photography

## HOW TO ENTER DIVISION 1: COMMUNICATION MANAGEMENT

Up to four pages (50% work plan; 50% work sample)

There are two key elements to your entry: the work plan and the work sample. This is applicable in all Divisions and Categories.

The work plan is an executive summary of your communication initiative. Edit your work plan to ensure it's clear and concise. Consider using bullet points, tables or lists to help save space as the work plan must not exceed four pages.

If you're entering the same program or elements of the program in multiple categories, be sure to tailor your work plan so it fits the category requirements.

Complete the core elements of your work plan by providing the following information, using the headings provided:

### **Need/Opportunity:**

Describe the context for your program or project. What need or opportunity did this project 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 of the need or opportunity.

### **Intended Audience(s):**

Identify your primary audience and any other audiences. What was the audience's mind-set? What key characteristics (needs, preferences, demographics, psychographics, motivation, attitude, opinions) did you take into account when developing your solution? Describe any research you did on your audience.

### **Goals/Objectives:**

Demonstrate high-level goals and measurable objectives stated as outcomes. Goals describe what your communication project was designed to accomplish. Choose one or two key goals to describe in detail. These key goals should align with your organization's future needs. Objectives should be realistic and measurable, and should address outcomes such as quantity, time, cost, percentages, quality or other criteria.

### **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.

**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 selling 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 Outcomes:**

Provide measurable, meaningful results that are aligned with your stated objectives, audience and business needs. 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.

**The Work Sample:**

The work sample is the supporting material that illustrates how you planned and implemented your communication program. It can include video and audio files, Word documents, PDFs, magazines, brochures and website links. Your work sample should represent the full scope of your work—evaluators are looking for actual, real examples of the work you did.

Organize and condense your work sample to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.

Please also keep in mind that large files are difficult to upload and download, so please condense the file size as much as possible. The maximum file size is 2GB. However you present your work sample, please ensure it is readable! All three divisions require a work sample.

## HOW TO ENTER DIVISION 2: COMMUNICATION SKILLS

Up to 3 pages (40% work plan; 60% work sample)

Complete the core elements of your work plan by providing the following information, using the headings provided:

**Need/Opportunity:**

Describe the context for your program or project. What need or opportunity did this project 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 of the need or opportunity.

**Intended Audience(s):**

Identify your primary audience and any other audiences. What was the audience's mind-set? What key characteristics (needs, preferences, demographics, psychographics, motivation, attitude, opinions) did you take into account when developing your solution? Describe any research you did on your audience.

**Goals/Objectives:**

Demonstrate high-level goals and measurable objectives stated as outcomes. Goals describe what your communication project was designed to accomplish. Choose one or two key goals to describe in detail. These key goals should align with your organization's future needs. Objectives should be realistic and measurable, and should address outcomes such as quantity, time, cost, percentages, quality or other criteria.

**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.

**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 selling 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 Outcomes:**

Provide measurable, meaningful results that are aligned with your stated objectives, audience and business needs. 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.

## HOW TO ENTER DIVISION 3: COMMUNICATION CREATIVE

Up to 2 pages (25% work plan; 75% work sample)

**Project Summary:**

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

**Intended Audience (s):**

Identify your primary audience and any other audiences. What was the audience's mind-set? What key characteristics (needs, preferences, demographics, psychographics, motivation, attitude, opinions) did you take into account when developing your solution? Describe any research you did on your audience.

**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.

**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.

**All entries achieving an Award of Excellence in Communication Management are considered for:** The President's Award.

**All entries achieving an Award of Excellence in Communication Skills and Communication Creative are considered for:** The Best of Show.

## DIVISION 1: COMMUNICATION MANAGEMENT

This division focuses on strategic communication planning and execution of internal, external and integrated programs covering projects, programs and campaigns that are guided by a communication strategy. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation and evaluation. These five areas represent the criteria by which each entry will be judged. Entries may include a wide range of communication materials.

**(Note:** A single tactical execution element that formed part of a communication program may also be entered in the Communication Skills or Communication Creative division).

### **Category 1: Internal Communications**

- ▷ Programs or strategies targeted at employee or member audiences, affiliated dealers and franchisees.
- ▷ Includes programs that create awareness and influence opinion or behavioral change, including those focused on ethics, morale, internal culture or change management.
- ▷ May involve improving employee understanding and alignment with business direction, improving face to-face communication, preparing employees for change, integration of organizational cultures caused by an acquisition or downsizing, an internal brand ambassador program or a program to inspire pride in the organization.

### **Category 2: Employee Engagement**

- ▷ Local, regional, or national programs or strategies that profile the role of strategic communication as a driver in improving employee engagement.
- ▷ Entries must focus on the communication elements of these programs, which could include contribution to program development and promotion through various communication vehicles and channels.
- ▷ May include employee recognition and employee volunteer programs, including programs that benefit charitable or philanthropic causes, or that recognize employees' organizational contributions or achievements in the organization.

### **Category 3: Human Resources and Benefits Communication**

- ▷ Programs or strategies targeted at internal audiences that relate to communication of health and welfare, savings and pension, stocks and compensation, or recruitment and retention initiatives.

### **Category 4: Change Communication**

- ▷ Communication strategies that support organizational change.
- ▷ May be directed at internal or external audiences, or both.

### **Category 5: Marketing, Advertising and Brand Communication**

- ▷ May include various activities designed to introduce new products/services, promote existing products/services, destinations, organizations or ideas to a particular audience, and is generally delivered through a variety of communication vehicles (integrated) and channels.
- ▷ Strategic campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services.

- ▷ Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences.
- ▷ May include brand characteristics and attributes, changes to corporate identities and design solutions that address the challenges of brand communication (must be more than a logo redesign).

## **Category 6: Media Relations**

- ▷ Strategies or ongoing programs that use the news media as the primary channel to reach target audiences and seek to influence awareness, understanding and opinion or motivate action.
- ▷ Should demonstrate the quality of media coverage and its impact on the organization—quantity of media stories alone is not considered a valid measurement in this category.
- ▷ Individual elements such as news releases, op-ed's should be entered in the appropriate category.

## **Category 7: Community Relations**

- ▷ A one-time or an ongoing program that enhances stakeholder understanding of issues affecting business operations within the community served.
- ▷ Seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities.
- ▷ Community in this category refers to a specific geographic location and may include associations, nonprofit and volunteer organizations.
- ▷ Tactics and supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material.

## **Category 8: Government Relations**

- ▷ Short- or long-term programs that are specifically designed to influence opinion or actions, public policy and or affect legislation, regulation, political activities or candidacies at the local, state or federal government.
- ▷ May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry.

## **Category 9: Financial Communications**

- ▷ Entails strategies, tactics and tools used to share financial data and recommendations with investors, shareholders, the investment community and other interested parties.
- ▷ Includes investor relations functions that integrate finance, communication, marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders.

## **Category 10: Issues Management and Crisis Communication**

- ▷ Programs targeted at external and/or internal audiences that address trends, issues or attitudes that have a significant impact on an organization such as labor relations, crises, mergers, acquisitions, public policy or environmental concerns.
- ▷ Programs undertaken to deal with an unplanned event that requires an immediate response and could adversely affect ongoing business strategy.
- ▷ Programs may demonstrate proactive planning and preventative action during an extraordinary event, or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization.

### **Category 11: Corporate Social Responsibility**

- ▷ Programs or strategies that communicate social responsibility and encourage positive actions while building awareness and reputation and positioning the organization as a good corporate citizen.
- ▷ May be targeted to multiple audiences and influence share price and customer loyalty, retention and recruitment, operational efficiency and increased sales.
- ▷ Generally long-term and focused on enhancing the well-being of communities and populations through causes such as the environment, energy sustainability, food safety, economic stability, employment, poverty reduction, literacy, education, health, cultural preservation, and indigenous and heritage protection.

### **Category 12: Social Media Programs**

- ▷ Engages internal and external audiences in conversation through social media.
- ▷ Encompasses tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online.
- ▷ May use conversation-enabled publishing platforms such as blogs and podcasts, social networks such as Twitter, LinkedIn and Facebook, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube and Flickr, and virtual networking platforms.

### **Category 13: Nonprofit Campaigns**

- ▷ Programs recognizing the particular challenges of the nonprofit sector.
- ▷ May include multiple internal or external audiences.
- ▷ Promotes nonprofit organizations or causes.
- ▷ May be paid projects or pro-bono projects donated to the client by an organization, agency or consultancy; entries will generally have a small budget or none at all.

### **President's Award**

The President's Award is selected from all entries receiving an Award of Excellence. These entries will be judged by IABC Detroit's Past Presidents.

## **DIVISION 2: COMMUNICATION SKILLS**

The Communication Skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results. Pieces may or may not be part of a larger program.

### **Category 14: Special Events**

- ▷ Planning and execution of a special event for an internal or external audience.
- ▷ For internal audiences, this may include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement.
- ▷ For external audiences, this may include conferences, workshops, anniversaries, official openings, product launches, road shows, press conferences and customer events.

**14A) Special events under \$5,000**

**13B) Special events \$5,001 or more**

### **Category 15: Digital Communication**

- ▷ Computer-based communication vehicles defined as the end product that are produced for internal or external audiences, and rely on a digital communication channel for delivery.
- ▷ Electronic and interactive communication channels such as websites, intranets, online stores, blogs, podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms.
- ▷ May also include electronic newsletters, electronic annual reports, special publications, CDs or DVDs, e-cards, banner ads, buttons, pop-ups and similar material.
- ▷ Generally one-way communication that offers published content online.

### **Category 16: Audio/Visual**

- ▷ Communication vehicles produced using sound, images, video, film, slides, CDs or a combination of these elements.
- ▷ May include video, audio, PowerPoint or other presentations, and films (Does not include advertising commercials).

### **Category 17: Publications**

- ▷ Publications produced for internal or external audiences in all formats, including hard copy and electronic.
- ▷ May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, e-newsletters, and similar material.

### **Category 18: Writing**

This category includes original material written for a specific communication project. Judges will consider how all elements – writing style, grammar, and usage work together to achieve stated objectives. Graphic design is not considered. Entrants must submit documentation or publication placement (i.e. tear sheets).

#### **18A) Journalism**

- ▷ Material in which the news media is the primary communication channel.
- ▷ May include, but is not limited to, editorials, interpretive/expository articles, news releases, and feature stories.

#### **18B) Corporate Writing**

- ▷ Material written primarily for use by an organization to inform or educate employees or external stakeholders.
- ▷ May include recurring features or columns, magazines, newsletters, internal or special publications, standalone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, internal publications, technical writing, and annual reports.

#### **18C) Promotional Writing**

- ▷ Material written to persuade customers, consumers, employees or stakeholders to adopt a point of view or to purchase goods or services.
- ▷ May include commercials, advertising, marketing or sales promotion material, advertorials and writing for the Web.

**18D) Writing – Special Projects**

▷ Other writing projects not covered above such as education material, product manuals etc.

**18E) Blogs**

▷ Web-based journals, or blogs that communicated either a corporate, public service or industry position.

## DIVISION 3: COMMUNICATION CREATIVE

The Communication Creative division includes projects that showcase how overall design and visual elements perform communicative functions. Entrants must demonstrate innovation, creativity, strategic alignment with an organization’s business goals and effective visual communication.

**Category 19: Publication Design**

This category is for designs of internal or external publications in all formats including electronic.

**19A)** Newsletters/Newspapers

**19B)** Magazine

**19C)** Annual Reports

**19D)** Brochures

**19E)** Special Publications

**Category 20: Other Graphic Design**

Projects that involve designing an organizational brand identity or other graphic design project in which design is the primary communication function.

**20A)** Organizational Identity Material

**20B)** Marketing Collateral

**20C)** Direct Mail/Direct Response

**20D)** Non-Publication Design

**20E)** Banner ads

**Category 21: Interactive Media Design (mobile and web-based technology)**

Design of electronic and interactive media elements; interactive products that are used with computers, smartphones, and tablets. Printouts of key computer screens must be included with the live URL to ensure the entry can be judged in the event of technical issues.

**21A)** Website design

**21B)** Mobile Apps

**21C)** Online Publications

**21D)** Podcasts

**21E)** Intranets

**21F)** Interactive Presentations

**21G)** Live Streaming

**21H)** Webcasts

# SAVE THE DATE

## Renaissance Awards Luncheon Presentation of Winners

Wednesday, September 13, 2017  
Noon  
The Henry  
300 Town Center Drive  
Dearborn, MI 48126

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