



## FREQUENTLY ASKED QUESTIONS

### **What are the Beacon Awards?**

IABC Detroit's Beacon Awards Program, Metro Detroit's Premier Communications Award Program, honors work that makes an impact beyond ROI – elevating inspirational campaigns and storytellers who see communication as not simply a tool to leverage, but the heartbeat of an organization.

### **Why apply?**

Winning a Beacon Award provides communications professionals with the recognition they deserve, validating that their work is highly regarded by their peers within the industry.

### **What are the award categories?**

The Beacon Awards recognizes excellence in communications across a broad spectrum of industries, celebrating meaningful, effective campaigns, gifted practitioners, and skilled agency partners. Award categories include:

- Agency of the Year (small and large)
- Corporate Communications Team of the Year
- Best Employee Engagement/Internal Communications Campaign
- Best Integrated Communications Campaign
- Emerging Communicator of the Year (less than 7 years' experience)
- Communicator of the Year

### **Who is eligible to apply?**

All those in the Midwest, or professionals whose work impacts a Midwestern audience can apply.

### **What is the deadline to submit?**

Early entry closes Friday, July 29 at 11:59 p.m. and the final call for submissions closes Friday, September 2 at 11:59 p.m.

### **Is there a fee associated with my submission?**

Yes, there is a fee to submit, which varies by award category and if you are a current IABC Detroit member. If you have questions, you can email [iabcdetroit@gmail.com](mailto:iabcdetroit@gmail.com).

### **Who is judging?**

Experienced and accomplished communications professionals, representative of the broad spectrum of professional communication capacities, will be judging each entry.

### **Will there be an awards program?**

Yes! The Awards program is scheduled for Tuesday, October 25. Time and location will be provided at a later date.

### **You've normally promoted the Renaissance Awards - why did you stop?**

Much has changed in the last few years - from how we communicate as a society to how we operate as communication professionals. Detroit has had its renaissance - and now we're positioned as IABC Detroit to move forward as the beacon of excellence in the industry, providing an awards program, designed for today's communications professionals.

### **How did you make this decision?**

We've leveraged the expertise and feedback of our legacy communicators to develop The IABC Detroit Beacon Award Program.