# CALL FOR ENTRIES

# IABC/SC 2026

# PALMETTO AWARDS

## CELEBRATING THE PALMETTO STATE'S BEST AND BRIGHTEST COMMUNICATORS!

**The South Carolina chapter of the International Association of Business Communicators is ready to showcase and celebrate your most successful communications work of 2025-26!**

**If you are a communicator who has created, directed, or planned work worthy of a trip to this year's Palmetto Awards, make sure to submit your entries by Aug. 24, 2026!**

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International Association of Business Communicators South Carolina

# ENTRY GUIDELINES

**What to Enter:**

- Enter work implemented, published, or broadcast between June 1, 2025 and Aug. 24, 2026. If a long-term strategy was developed before June 2025 and was not previously entered, it is eligible for entry. If you entered your work in 2024 or 2025 and it did not win an award, you may revise and re-enter your project as long as the work was implemented, published or broadcast between June 1, 2023, and the day of submission. Entries that have won in previous years may not be resubmitted.
- Entries may be large or small projects from in-house, non-profit, corporate, government, and educational departments, agencies, consultants, or sole practitioners.
- Multiple entries per entrant are welcome.

**Entry Costs and Deadlines:**

| Entrant Category | Early Deadline (July 20 at 5 p.m.) | Final Deadline (Aug. 24 at 5 p.m.) |
|---|---|---|
| IABC Member | $150 | $175 |
| Non-Member | $200 | $250 |
| Student | $100 | $125 |

The following fees are per entry and do not include a ticket to the awards ceremony. You can pay these fees with a credit card via PayPal when uploading an entry.

If paying by check or money order, send to:
IABC/SC
PO Box 1814
Columbia, SC 29202

**Join and Save:**

Members receive discount pricing for the Palmetto Awards. If you're not an IABC member, save money and become a member today. It's easy – just visit http://sc.iabc.com/get-involved/ for more information on the benefits of IABC membership and to join.

**Why You Should Enter:**

- Showcase your innovation, talent and strategic thinking.
- Fine tune your skills with expert feedback from senior professionals.
- Gain peer recognition for your excellence in professional communications.
- Enhance your personal reputation and gain credibility for your communication program
- Build your resume with a portfolio of work that opens doors to new opportunities.

**Winners Receive:**

- An award to proudly display in your office.
- Your name and company name on the IABC/SC website.
- Division winners are considered for the annual "Star of the Show" award.

**Judging and Winning:**

Rather than being judged against one another, all entries are evaluated on their own merits using the same criteria as IABC's Global Blue Ribbon Panel. An entry can receive an Award of Merit or an Award of Excellence based on the scores. By entering and attending the event, you are able to:

- Benchmark your work against the best from other professional communicators.
- Receive valuable, qualitative feedback.
- Impress clients, those within your organization, and potential employers.

**About IABC/South Carolina:**

IABC/SC links organizational business communicators to a global network of communication professionals who develop, establish and adhere to the highest professional standards of quality and innovation in organizational/business communication. The association strives to foster understanding and respect toward integrating communication activities in organizations/businesses. If you are interested in joining IABC/SC, please visit http://sc.iabc.com/get-involved/.

**Questions:**
Contact the 2026 Palmetto Awards Chair, Nikasha Dicks,
at palmettoawards.iabcsc@gmail.com or 803.288.1262 (call or text).

# HOW TO ENTER

### HOW DIVISION SCORES ARE WEIGHTED

- **Divisions 1, 2 and 3 – Communication Management, Communication Research and Communication Training and Education:** 50 percent of the score is based on the work plan and 50 percent of the score is based on the work sample(s).
- **Division 4 – Communication Skills:** The score is based on the work sample's creativity, professional execution and alignment.

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### STEP 1: CHOOSE YOUR CATEGORY

Choose from 30 categories in four divisions: Communication Management, Communication Research, Communication Training and Education, and Communication Skills.

- Be sure the category is appropriate for your entry. Categories help the judges assess whether the entry achieved its goals. Judges recognize that some entries fit in several categories and may permit latitude in such cases. However, if your entry is clearly submitted to the wrong category, you may be disqualified, and your entry fee will not be returned.
- You may enter multiple categories within one division or across divisions. While the same project, or parts of a project, may be submitted in different categories, you should create a distinct work plan for each entry. You may submit as many entries as you wish, but separate entry fees apply for each entry.

2A

### STEP 2A (ONLY FOR DIVISION 1, 2 OR 3 ENTRIES): WRITE YOUR WORK PLAN

The work plan describes your project's communication program, how it was developed, and what you intended to achieve. Create a tailored work plan for each entry. Click here to access our work plan template.

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

**ENTRANT:** This must be the name of one person who was principally responsible for the development, management and execution of the entry. The entrant's name on the online entry form must match the name on the work plan. Failure to comply with this requirement may result in disqualification.

**DIVISION/CATEGORY:** List the division/category that accurately reflects the work being entered (i.e., Division 1: Category 1 – Internal Communication).

**ORGANIZATION:** Name of the organization the entrant represented while the project was being implemented. If this was a collaborative project, multiple organization names may be included.

**ENTRY TITLE:** Choose a title that effectively represents the work being entered.

**TIME PERIOD:** Specify the time period when the communication project took place. Only work implemented, published or broadcast between June 1, 2025, and the day of submission is eligible. It must be work that has not already won a Palmetto Award in the category being entered. If the entry is a multiyear campaign/program, only the materials related to the measurable (and/or achieved) results documented for this time period will be considered. An entry may be resubmitted if it meets the proper time period noted above and was not a winner in the same category in the previous year.

If you entered your work in 2024 or 2025 and it did not win an award, you may revise and re-enter your project as long as the work was implemented, published or broadcast between June 1, 2023 and the day of submission. Entries that have won in previous years may not be resubmitted.

**PROJECT DESCRIPTION:** Briefly describe your entry in one or two sentences. If your submission wins an IABC/SC Palmetto Award, this summary may be used at the award presentation and in various communications.

# HOW TO ENTER

Organize your work plan with the following headings:

### BUSINESS NEED OR OPPORTUNITY

- Explain the business and communication environment including specific challenges that have occurred.
- Align the communication/research/training opportunity and the business need by explaining how the project helped the organization.
- Use research to substantiate the need and inform the direction of the communication strategy.

### STAKEHOLDER ANALYSIS

- Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinions, motivations or issues.
- Include audience research that identifies characteristics, mind-sets, preferences and needs of the audience to provide insight to the strategy.
- Discuss how relevant factors will influence the communication strategy and tactics.

### GOALS AND OBJECTIVES

- Distinguish between objectives, tactics and an approach to the issue.
- Align the communication goal and objectives with the business need.
- Establish measurable, relevant objectives that are stated as communication outcomes.
- Align objectives with the stakeholder analysis and the business need.
- Ensure that objectives will produce an effect on the stated business needs.

### SOLUTION OVERVIEW

- Demonstrate strategic thinking by clearly explaining how the business needs, audiences and objectives are aligned with the strategic and/or creative approach, tactics, vehicles, media, and communication channels.
- Demonstrate that the audience analysis was taken into account when developing key messages for each group identified.
- Provide an executive summary of the tactical execution plan listing the audience, tactics and timeline.
- Demonstrate that the communication solution is aligned with the business needs.
- Ensure your work plan refers to your work sample(s) and assists the evaluators in navigating through your entry and finding the samples that best illustrate your work.

### IMPLEMENTATION AND CHALLENGES

- Provide a budget that seems reasonable given the organization and the scope of communication activities.
- Demonstrate that time and other resources were effectively used.
- Outline any challenges faced, and demonstrate that they were effectively managed.
- Demonstrate consultation with stakeholders including presentation of the plan to management.
- Provide evidence of direct involvement in the project by the entrant.

### MEASUREMENT AND EVALUATION

- Align measurement with valid objectives.
- Demonstrate output-based results that measure increased volumes as an indicator of progress and/or outcome-based results that influence awareness, understanding, opinion, attitude, behaviors or business results.
- Provide a thorough evaluation that supports the results.

# HOW TO ENTER

2B

### STEP 2B (ONLY FOR DIVISION 4 ENTRIES): FILL IN THE ADDITIONAL QUESTIONS

You do not need to complete a detailed work plan for the Communication Skills division. Instead, you will need to complete the additional questions that appear on the online entry form which will be submitted along with your work sample(s). The form fields provided for answering the questions have character limits as stated below, so keep your answers concise.

### THE COMMUNICATION SKILLS DIVISION ADDITIONAL ENTRY FORM QUESTIONS:

- Describe your organization and project. (800-character limit, including spaces)
- Describe the business need that led to this project being undertaken. (1,000-character limit, including spaces)
- Who was the audience for this project? What do you know about the audience? (1000-character limit, including spaces)
- What were the measurable objectives for the project? Please provide no more than three objectives, and describe how they are aligned with the business need. (1,000-character limit, including spaces)
- What were the key messages for the project? Name no more than three messages. (1,000-character limit, including spaces)
- Describe the resources (budget, time, others) available for the project and how effectively they were managed. (1000-character limit, including spaces)
- Provide a brief summary of how you used these insights (business needs, audiences, objectives and key messages) to guide the development of your project. (1,500 character limit, including spaces)
- How well were the measurable objectives met? Show the relationship between the objectives you set and the results you achieved. (1,000-character limit, including spaces)

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### STEP 3: PREPARE YOUR WORK SAMPLE

Preparing a work sample is like preparing a portfolio.

- Work sample elements demonstrate skill in strategic planning and execution.
- When evaluators review your work sample, they will look at it as objectively as possible through the eyes of your stated intended audience(s) and take the overall strategy into account.
- Some entrants simply provide the creative samples, and while that's okay, the work sample scoring is split into four sections, so take these into account when preparing yours:
    - » Stakeholder alignment and impact
    - » Alignment with objectives and strategy
    - » Professional execution
    - » Overall quality
- Judges will look for a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and creative samples.
- The work sample is scored separately from the work plan, but it's hard for a sample to get a high score if the plan didn't score well. The work sample should represent the full scope of your work. Make sure that the material in your work sample matches the material described in your work plan.

### How to select a representative sample of your work:

- Judges don't need to see every media clip, or a full research report (unless you are entering in the Communication Research division). Be selective: for larger communication programs, pick the examples (clips, photos, etc.) that best represent your entry, rather than including every item.
- Remember electronic files will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used during evaluation, or if evaluators cannot view work samples using the instructions provided. Also, keep in mind that large files are difficult to upload and download, so condense the file size as much

as possible. The maximum file size for work sample files is two gigabytes and a maximum of five work sample files are allowed per entry.

**FOR ENTRIES IN DIVISION 1, 2 OR 3 CATEGORIES:** The work sample should include a sample of all project elements so that evaluators can review the material and determine how well it's aligned with the work plan. This might include a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and sample material such as brochures, print or electronic ads or media clips, screen captures of or a link to a website, PowerPoint presentations, scripts, publications or specific material referenced in your work plan.

**FOR ENTRIES IN DIVISION 4 CATEGORIES:** The work sample should include a copy of the product entered in the competition and any supporting information such as budgets, research, media plans, scripts, creative rationale, focus tests, and post campaign tracking information or other elements. Be sure to show individual pieces such as writing or photography samples in the context in which they were used, not just individually.

**WORK SAMPLES SHOULD NOT BE RESTRICTED TO MERELY AN ELECTRONIC VERSION OF A PRINTED PIECE.** For example, in the case of graphic design submissions, you could include photos of the piece that illustrate intricate folds or other nuances that may be lost in an electronic format. (Of course, you should also clearly demonstrate how any such special design features were a part of the creative solution in your work plan. Remember, your entry is not being judged solely on its artistic merit, but rather on its ability to successfully meet the stated business need or opportunity.)

**How to represent your scope of work in various media:**

- **VIDEO:** Submit your entry in either m4v, mp4 or wmv formats, no larger than two gigabytes each.
- **PUBLICATIONS (PRINT OR ELECTRONIC):** Submit three consecutive issues in PDF format as one entry. For semi-annual publications, submit both issues. For annual publications, including annual reports, submit one issue. Indicate the frequency of the publication (i.e., monthly, quarterly, semiannually) in your work plan.
- **NON-DIGITAL MEDIA:** For large and heavy items (i.e., displays, billboards, sculptures), upload color photographs with descriptions (in PDF format).
- **PHOTOGRAPHY:** Submit your entry in the context in which it was used. For print media, submit a PDF of the spread or story in which the photograph(s) appeared. For photos used in displays or bulletin boards, or other cases where size is prohibitive, submit a digital photograph of the entire project and one closeup photo.
- **PROGRAMS AND CAMPAIGNS:** Submit a complete, concise entry. Enclose a representative electronic sample of multiple program elements, including digital photographs of outsized or bulky items.
- **WRITING SAMPLES:** Provide a tear sheet or other evidence of use. For recurring features or a recurring column (Category 25: Writing), create PDFs for three different samples to support your single entry.

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**STEP 4: UPLOAD YOUR ENTRY AND SUBMIT PAYMENT**

You must upload, pay the registration fee in full, and submit all entries before or on the deadline in order for them to be eligible for evaluation.

**SUBMIT YOUR ENTRIES AND PAYMENT ONLINE AT HTTPS://IABCSC.SECURE-PLATFORM.COM/A**

- You must first register for an account. The registered individual will automatically become the entrant for any entries submitted by that account.

# HOW TO ENTER

- If you are an IABC member, be sure to designate that as your "Entrant Type" and provide your IABC membership number when you register your account at the online entry website.
- Fill out the online entry application form for each of your entries. Please note that there are four parts to the application:
    1. IABC Code of Ethics Eligibility
    2. Entrant and Entry Information
    3. Confirmations and Uploads
- If your work sample content is available online, provide the URL (and screen shots of the website, if you desire) in a PDF document and upload it as your work sample. For any hyperlink you submit, the URL must be functioning for the judges to review your sample.
- After uploading your files, you will be able to review your entry for accuracy and make any necessary changes before submitting payment.
- Continue to submit any additional entries.

**PAY FOR YOUR ENTRY USING A CREDIT CARD OR PAYPAL ACCOUNT THROUGH THE ONLINE ENTRY WEBSITE.**

- You should set up all of your entries and then click "checkout" when you are ready to make one payment for all your entries.
- Click the "process" button to agree to be redirected to PayPal to pay by PayPal Express Checkout. You will have the option to pay with PayPal by logging in to your PayPal account or using a credit card as a guest.
- After you have entered all of our payment information, click the "pay now" button to complete your payment and return to the Palmetto Award website.
- Once your payment has been processed, you will receive an email confirming your submission(s) and payment.

# AWARD CATEGORIES

The IABC/South Carolina Palmetto Awards are based on the parameters of IABC International's Gold Quill Awards. They are divided into four divisions and 30 categories. You may enter more than one category with your entry; however, evaluators recommend that you tailor your entry to suit the specific requirements of each category.

## DIVISION 1 – COMMUNICATION MANAGEMENT

The Communication Management division covers projects, programs and campaigns designed to deliver strategic business results. Entries to this division can be submitted by any type of organization, including public and private corporations, governments, non-governmental organizations, not-for-profit organizations, partnerships, cooperatives, and educational institutions. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation, and evaluation. Entries may include a wide range, mix and matrix of communication materials. (A single tactical execution element that formed part of a communication program may also be entered in the Communication Skills division.)

### CATEGORY 1 – INTERNAL COMMUNICATION

- Programs or strategies targeted at employee or member audiences
- 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
- Includes integrated campaigns

### CATEGORY 2 – EMPLOYEE ENGAGEMENT

- Local, regional, national, or international 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 integrated campaigns

### CATEGORY 5 – SAFETY COMMUNICATION

- Programs or strategies that focus on improving awareness, understanding and behaviors related to safety and security issues within an organization
- May be directed at internal or external audiences, or integrated campaigns

# AWARD CATEGORIES

DIVISION 1

### CATEGORY 6 – LEADERSHIP COMMUNICATION

- Programs or strategies that help leaders become more effective communicators, improve the quality of leadership communication within an organization, or improve leader knowledge and the ability to use communication as a business driver
- Strategies may include toolkits with speaking notes, videos, games, or other tools that help leaders communicate a specific topic, and special publications with information and support for leadership communication

### CATEGORY 7 – MARKETING, ADVERTISING AND BRAND COMMUNICATION

- May include various activities designed to sell products, services, destinations, organizations, or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels
- 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)
- Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and services
- May be directed at internal or external audiences, or integrated campaigns

### CATEGORY 8 – CUSTOMER RELATIONS

- Strategies or ongoing programs targeted at customer audiences that educate, inform, engage or otherwise connect the organization and its employees to the customer
- Programs may influence reputation, brand awareness and loyalty, and market position
- May include relationship management, experience standards or appreciation programs; however, the program must be focused on communication elements

### CATEGORY 9 – MEDIA RELATIONS

- Strategies or ongoing programs that use the news media (includes print, online and broadcast) 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

### CATEGORY 10 – 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
- Supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

### CATEGORY 11 – GOVERNMENT RELATIONS AND PUBLIC AFFAIRS

- Short- or long-term programs that influence the opinion or actions of government bodies or agencies
- May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry

### CATEGORY 12 – PUBLIC SECTOR/GOVERNMENTAL COMMUNICATION

- Programs and strategies specific to government organizations at the municipal, state, provincial, regional, federal, national, or international level
- May be targeted to one or more audiences, and include internal, external or integrated communication strategies or programs

# AWARD CATEGORIES



### CATEGORY 13 – FINANCIAL COMMUNICATION AND INVESTOR RELATIONS

- Entails strategies, tactics and tools used to share financial data and recommendations with investors 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 14 – 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 may demonstrate proactive planning and preventive 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
- May be directed at internal or external audiences, or integrated campaigns

### CATEGORY 15 – 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
- May be directed at internal or external audiences, or integrated campaigns

### CATEGORY 16 – NONPROFIT SECTOR COMMUNICATION

- Programs recognizing the particular challenges of the nonprofit sector which 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
- May be directed at internal or external audiences, or integrated campaigns

### CATEGORY 17 – DIVERSITY, EQUITY AND INCLUSION

- Campaigns or programs of work aimed at building a culture of inclusion for an organization with internal or external stakeholders (or both)
- Must focus on the communication elements of diversity, equity and inclusion programs, which could include specific topic-based initiatives, special events or wider organizational strategies to advance diversity, equity and inclusion aims.

### CATEGORY 18 – MULTICULTURAL COMMUNICATION

- Any strategy or program targeted at more than one internal and external audience with an emphasis on various languages and/or cultural inclusion.
- These programs align internal and external communication strategies, with highly targeted audience demographics and characteristics, demonstrate the full range of communication skills, and showcase multiple areas of expertise such as media relations, employee communication, marketing, branding, crisis management, communication research and measurement.

# AWARD CATEGORIES

DIVISION 1

### CATEGORY 19 – CLIMATE CHANGE AND SUSTAINABILITY COMMUNICATION

- Communication campaigns, programs or strategies aiming at engaging different audiences in climate change and solutions. These might include programs focused on changing climate and energy-related behaviors, consumer choices, social and cultural norms, communication patterns, and activism.
- Communication campaigns, programs or strategies focused on sustainability from a wholistic perspective of environmental stewardship, social responsibility and good governance. [Environmental Social and Governance (ESG)]
- The entries may focus on multiple internal and/or external audiences and demonstrate the use of innovative communications and strategies to support positive actions and social change.
- Entries will demonstrate the power of well researched, planned and executed communication programs to build awareness and promote positive social action, to achieve a positive impact on crucial issues such as sustainability, environmental stewardship, and climate change.

### CATEGORY 20 – STRATEGIC ARTIFICIAL INTELLIGENCE

- Any strategy or program where AI was the catalyst for delivering strategic communications outcomes.
- These programs may be designed to educate, guide, or coach stakeholders on the effective use of AI in communication, or include the development of governance frameworks to responsibly integrate AI into communications practices.
- Communication strategies that showcase thought leadership and innovative thinking in the adoption of AI.

## DIVISION 2 – COMMUNICATION RESEARCH

DIVISION 2

Entries in the Communication Research division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that's integral to success throughout the career of a communication professional. A clear understanding of why the research was needed demonstrates its strategic value to an organization.

### CATEGORY 21 – COMMUNICATION RESEARCH

- Multi-faceted communication research – primary and/or secondary, formal and/or informal, quantitative and/or qualitative – including such strategies as surveys, focus groups, interviews, communication or culture audits, internal and/or external benchmarking, brand content analysis, market analysis, feasibility studies, literature reviews, sentiment analysis and/or other creative and innovative research techniques
- May include formative research (during the initial stages of the strategic communication planning process to gain insights about the attitudes, opinions or behaviors of internal and/or external stakeholder audience segments and informs strategic direction for communication programs, projects or tactics) or summative research (that measures the impact of internal and/or external communication programs, strategies, vehicles or channels on audience groups and business needs).
- May include a variety of quantitative (e.g. analysis of analytics, viewership/readership stats, cost-benefit analysis) and qualitative (e.g. attitude/opinion research) research techniques
- Award-winning entries will include innovative and creative technique to engage hard-to-reach audiences, overcome research fatigue and contributes to communication excellence
- Award-winning entries include explanation of the business context and ways in which the research impacts and improves communication within the organization, how the research tactics aligned to the audiences participating in the research, ways in which research biases were overcome and reliability ensured.

## DIVISION 3 – COMMUNICATION TRAINING AND EDUCATION

DIVISION 3

The Communication Training and Education division recognizes the mentorship and education role of consultants and communicators in developing and delivering workshops, classes, seminars or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.

# AWARD CATEGORIES

## DIVISION 3 – COMMUNICATION TRAINING AND EDUCATION (CONT.)

DIVISION 3

Entries in this division must demonstrate:

- alignment of learning outcomes to goals and objectives;
- alignment of assessments to specific learning outcomes;
- theories and practices of educational excellence; and
- impact outside the classroom.

### CATEGORY 22 – COMMUNICATION TRAINING AND EDUCATION

- Training or educational programs delivered to an internal or external audience that help to improve their communication competencies.
- Executive communications coaching, supervisor/manager/leader training in communication skills, presentation skills; employee ambassador development; media training; volunteer communication training.
- Presentations for conferences, university classes, seminars or workshops.
- Tools such as books, manuals, white papers, guides, workbooks, video modules and other materials that teach key competencies and help to position communication as a key business driver.

## DIVISION 4 – COMMUNICATIONS SKILLS

DIVISION 4

The Communication Skills division includes marketing and communication elements that show-case 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 tied to objectives.

### CATEGORY 23 – SPECIAL AND EXPERIENTIAL EVENTS

- Planning and execution of a special or experiential 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 and customer events

### CATEGORY 24 – DIGITAL COMMUNICATIONS

- Computer-based communication vehicles defined as the end product produced for internal or external audiences, and rely on a digital communication channel for delivery.
- May 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.
- 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

### CATEGORY 25 – AUDIO/VISUAL

- Communication vehicles produced for internal or external audiences using sound, images, video, apps, film, slides, CDs or a combination of these elements
- May include webinars, video, audio, podcasts, PowerPoint or other presentations, infographics, and interactive content and film
- Does not include advertising commercials or websites

# AWARD CATEGORIES

DIVISION 4

## CATEGORY 26 – SOCIAL MEDIA

- 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, Facebook, Instagram and Snapchat, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube and Flickr, enterprise social networks such as Yammer, Stack and Jive, and virtual networking platforms

## CATEGORY 27 – PUBLICATIONS

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

## CATEGORY 28 – WRITING

This category includes writing in both print and electronic formats.

### JOURNALISM

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

### 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, stand-alone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for the intranet, internal publications, technical writing, and annual and special reports

### 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

### NON-PROFIT WRITING

- Material written to promote nonprofit organizations, including IABC regional and chapter events

### SPECIAL PROJECTS WRITING

- Books (fiction and nonfiction), educational material, scripts for theatrical use, and other writing projects not covered above

## CATEGORY 29 – CREATIVE DESIGN

- Communication projects where design is central to the effectiveness of the vehicle.
- May include cartoons, drawings, paintings, collages, montages, posters, displays, bulletin boards, mobiles, invitations and special signs.
- Work may appear in book and magazine covers, posters, organizational identity (logo), product labels and packaging, direct marketing, 3D materials and illustrations

## CATEGORY 30 – ARTIFICIAL INTELLIGENCE

- Projects or initiatives where an artificial intelligence platform, tool or app was central to the delivery of the strategic outcomes.
- Programs that explain or guide stakeholders in how to use AI effectively.
- Communications programs that engage stakeholders in using AI in an ethical manner.