



# The NEW WAVE IS HERE!

IABC Ovation Awards 2010  
Call for Entries  
deadline 13 September 2010

**Early birds**  
**SAVE 20%**  
until 9 August 2010



OVATION  
2010

# The new wave of RECOGNITION STARTS HERE

**IABC/Montréal's Ovation Awards are back—renewed, rejuvenated and ready to roll just like the chapter itself. Building on our momentum as Mid-size Chapter of the Year, we are renewing our commitment to celebrate excellence across the full spectrum of the communications profession.**

This awards program—as unique as our diverse region itself—will recognize outstanding talent and accomplishment in organizational communications, employee communications, public relations, marketing communications, advertising, digital arts—and a new category for social media to reflect the trends that will launch us into a new decade.

It was a difficult year for businesses yet communicators rose to the challenge to manage crises, safeguard reputations, boost slumping sales and employee morale. It's time to reap the recognition you deserve for your incredible efforts and ultimate successes—*Time to ride high on the new wave of recognition!*

## 3 REASONS TO PLUNGE RIGHT IN

- 1. Recognition has many rewards | Receiving an award showcases your skill to peers, prospects and potential employers.** It can help get you that promotion, a budget increase, a new contract or the visibility you need to attract exciting employment offers.
- 2. The world is watching | Winning an Ovation award is the first step to recognition on the world stage:** the preparation work will enable you to apply for the 2011 Canadian Silver Leaf Awards and the Gold Quill Awards that showcase talent at the international level. Some conditions apply.
- 3. You deserve a standing ovation | In the current business climate, everyone is looking for creative solutions to do more with less:** your efforts deserve to be recognized. Don't miss your opportunity to catch the wave—and get ready to be showered with applause!

Winners will be honoured at a Gala celebration on Thursday, 4 November 2010—at a surprise location in Montréal!

**FINAL ENTRY DEADLINE: 5 p.m. on Monday, 13 September 2010.**  
**Enter by 9 August to save 20% on submission fees.**

# A LOOK INSIDE

## THE CATEGORIES

Three divisions including 17 categories cover a range of communications activity; a fourth division is dedicated to two special awards. Take your time to carefully assess these options, and choose the right category to put your work in the limelight.

### **DIVISION 1 | COMMUNICATION MANAGEMENT**

This division encompasses campaigns and programs set out in a communication plan. It covers the full range of communication management skills, including planning, implementation, management and assessment. Entries may consist of various communication documents.

Campaigns and programs intended for external and internal audiences may be characterized by their long-term nature or involve a single activity focusing on just one topic and clearly delineated in time.

#### **This division consists of the following categories:**

- 1.1 Community relations |** Campaigns and programs targeting the community (for-profit or non-profit, and charitable organizations.)
- 1.2 Media relations |** Campaigns and programs in which the media are the main channel for reaching target audiences based on a specific issue or project (e.g. a product launch.)
- 1.3 Special events (internal or external) |** Events that constitute a major step in support of the organization's goals.
- 1.4 Employee Communications |** Campaigns and programs targeting internal audiences—including awareness programs that influence public opinion or lead to changes in behaviour, or that involve ethics, internal culture or managing change.
- 1.5 Social responsibility |** Campaigns and programs aimed at employees, communities, and governments or financing agencies; programs involving sustainable development and economic, social or environmental issues.
- 1.6 Issue management and crisis communications |** Programs focusing on external or internal audiences, or sometimes both, responding to trends, issues or attitudes with a major impact on the organization (labour relations, mergers and acquisitions, government policies, administrative directives, environmental concerns, etc.)
- 1.7 Marketing communications |** Programs focusing on the promotion of products or services—or both—intended for an external audience. These programs can include brand positioning, the launch of a new product or service, client events, store openings, strategic sponsorships, social marketing, etc.
- 1.8 Investor relations and financial communications |** Communication programs aimed at raising shareholder value and calling for a targeted strategy and approach using vehicles such as news releases, speeches, annual general meetings, etc., to communicate with shareholders, financial analysts or any other stakeholder likely to influence the value of shares in the company.

## **DIVISION 2 | COMMUNICATION CREATIVE**

This division encompasses projects of a more technical nature requiring the contribution of specialists such as copy editors, writers, designers, photographers, etc. These projects may or may not be part of a more extensive communication program. The goals and objectives of communications in this division are important, but the emphasis is more on creativity and the innovative nature of the work process, as well as on the message conveyed.

### **This division consists of the following categories:**

**2.1 Digital and electronic communications** | Communication programs produced electronically, focusing on external or internal audiences (bulletins, electronic annual reports, websites, intranets, etc.)



**2.2 Social media** | New practices and tools enabling individuals and groups to collaborate and share their knowledge and experience online (blogs, podcasts, networks such as LinkedIn, Facebook, MySpace, Twitter, etc.)

**2.3 Writing** | Original material written for a specific project (a profile, feature article, column, editorial, speech, script, news release, promotional item, technical writing, etc.)

**2.4 Publications** | Internal or external publications in any non-electronic format (magazines, newspapers, bulletins, annual reports, specialized publications, calendars, brochures, internal or external periodicals, etc.)

**2.5 Audiovisual** | Programs focusing primarily on sound, video, film, slides, CDs, DVDs, etc. or a combination of any of these elements.

**2.6 Internal or external branding** | Strategies for a new brand or repositioning of an existing brand (changes made to a company's brand image or employer brand.)

## **DIVISION 3 | STUDENTS**

Items submitted may be work that is conducted as part of a course, a freelance assignment or practical training. Only full-time students are eligible.

### **This division consists of the following categories:**

**3.1 Special campaigns or events**

**3.2 Communication plans**

**3.3 Writing (a news release, bulletin, interview, promotional text, etc.)**

These elements must be developed in support of specific business goals.

## **DIVISION 4 | SPECIAL AWARDS**

**4.1 Homage Award** | This award goes to an experienced communicator who has shown real distinction through professionalism, a contribution to advancing the profession, and an influence over future communicators -must be an IABC member.

**4.2 Excel Award** | This award goes to a company executive (president, chief executive officer or chief operating officer) who is not a communications professional but who excels in the use of internal and external communications as a mobilizing tool in the organizational context (business, political, cultural, professional, educational, etc.)

Nomination for these two awards requires a different process than regular entries. Please contact us for more information.

## CHOOSING THE RIGHT CATEGORY

Divisions and categories help judges assess whether your entry achieved its goals. The judges recognize that some entries may fall into different categories, and will allow some latitude in such cases. However, you must clearly identify the division and category in which you wish to submit your entry.

Do not hesitate to contact us for guidance in choosing the right positioning for you: **Carol Sharpe**, Ovation Judging Coordinator, 514.944.0521.

## MULTIPLE CATEGORIES

The same project, or parts of a project, may be submitted in different categories, but a unique work plan is required for each (i.e., you cannot submit the same work plan in different categories.) You may submit as many entries as you wish, but separate fees apply for each entry.

## RULES

### HOW TO PREPARE YOUR WORK PLAN

To be complete, each entry submitted must be accompanied by a work plan. The work plan accounts for 50% of the points allocated to each entry. It enables the judges to grasp the communication process that was applied in producing the project.

Approach your work plan as if it were an executive summary of your communication strategy. It should describe the communication program associated with your project, how it was developed and what you set out to achieve.

**Success is in the details! Entries may be disqualified for incomplete work plans. Please follow these rules carefully to prepare your plans. Important:** If the work was completed on behalf of a client, **include a written letter of permission from the client** on their letterhead acknowledging your role in the project and their consent for you to submit this entry. A printed copy of an e-mail granting permission, signed by the client is also admissible.

### WORK PLAN A—COMMUNICATION MANAGEMENT

**The work plan must not exceed four pages (8.5" x 11"), double-spaced, in 11-point type, and must clearly identify the submission category. Include the following information in the upper portion of the first page, rather than on a separate sheet:**

Your name, company name, the chosen category, title or description of the item, and the time period in which the work was conducted.

**Be sure to address the following questions:** To what requirement or opportunity did your item respond? What was the impact of this requirement on your company? Describe the characteristics of your target audiences (population segment, place, language, etc.) that you had to take into account in developing your solution.

What goal did you have to meet based on to the requirement set out above? What solutions did you develop? What was your role in the project's execution? How did you persuade company executives or the client that your solution was the right one?

What challenges and constraints did you face regarding budgets, timelines and other resources? Please specify all special circumstances that affected the final result.

How did you measure the project's success in terms of the goals that were met? What was the degree of the project's success?

## **WORK PLAN B—COMMUNICATION CREATIVE & STUDENT SUBMISSIONS**

**The work plan must not exceed three pages (8.5" x 11"), double-spaced, in 11-point type, and must clearly identify the submission category. Include the following information in the upper portion of the first page, rather than on a separate sheet:**

Your name, company name, the chosen category, title or description of the item, and the time period in which the work was conducted.

**Be sure to address the following questions:** To what concern or communication problem did your solution respond? What were your target audiences? What goal did the project aim to meet? What was your role in the project's execution? Did any unusual circumstances affect implementation of the proposed solution? How did you measure the results achieved by your solution?

## **WORK SAMPLES AND SUBMISSION DETAILS**

The work sample is the material supporting your communication program, illustrating the scope of your work. It may include videos, publications, graphics, texts, photos, digital or online material, etc. You may also include products such as scripts, a summary of research results, media buys, etc.

The work sample may be presented in electronic or printed form and is a physical example of your communication project. It may be a news release, bulletin, podcast or website. Please submit samples of the best possible quality.

The item submitted accounts for 50% of the total points awarded. It must conform to all criteria and include the material identified in the work plan. Please make sure your entry is organized in a way that presents the nature of your project clearly. Do not exceed the length limit for the work plan.

All entries and supporting material may be submitted online at <http://montreal.iabc.com/ovation>

If submitting online, you may also submit originals of print items via post if, for example, they involve an annual report or brochure where a PDF version does not do justice to the work. In this case, make sure the items are clearly identified with your name and the project and category.

### **HARD-COPY SUBMISSIONS VIA POST**

For hard-copy submissions, provide a binder and separate each section of your entry (entry form, work plan and work sample) using separators, making sure each section is clearly identified. A single, one-inch-ring (2.55-centimeter) binder is the maximum size allowed. Avoid using paper clips or elastic bands. Be sure that each item is clearly identified in case they are separated from the rest of the entry (for an evaluation conducted by a second judge, for example.)

Each sample included must be clearly labelled with your name, the company name and the category under which the item is being submitted. Avoid submitting irreplaceable originals.

If your work sample is a video, a book or some other digital item, you can include them with your entry, provided the content is readily accessible.

### **SELECT BEST SAMPLES TO HIGHLIGHT YOUR WORK**

For a large-scale communication program, select the elements that best represent your entry (photos, clips, etc.) rather than submitting every element in the entry. For example, avoid submitting a T-shirt; instead, submit a photo of someone wearing the T-shirt. Ask yourself the following questions:

- If you were part of the targeted group, would the work sample grab your attention?
- Is the sample pertinent and memorable?
- Does your sample illustrate the solution set out in your plan?

## TECHNICAL SPECIFICATIONS

**Electronic or digital items:** Must be viewable using Windows-based software.

**Websites:** Provide a URL or USB key, or indicate the address of the site where your entry is located.

**Intranets or other limited-access or protected sites:** Provide directives for gaining access, including a user name and password. Electronic items will be disqualified if they contain a virus or if the judges cannot view or install the sample provided. Please append a summary of the CD-ROM, DVD or other electronic medium (a photo of the screen with thumbnails, a selection of images, etc.) to your work sample.

Submit 8" x 10" colour photos of heavy or large-dimension items (displays, billboards, sculpture, etc.)

**Photos:** Submit each photo in the context in which it was taken. With printed media, please include the article in which the photo appears. For photos included in a display or bulletin board, or for oversize photos, include 8" x 10" photos of the subject.

**Programs and campaigns:** Submit a full, concise entry portraying the campaign in its entirety. Please include representative elements of the various aspects of your program, and submit 8" x 10" colour photos of larger-format samples.

**Writing sample:** Provide a printout or some other proof that the text has been published. For a script, submit a text reproduced on 8½" x 11" paper.

**Video:** Submit your video in DVD format.

## EVALUATION

The jury consists of experienced communicators (members and non-members), accredited members, winners of other IABC awards and, possibly, members of other chapters. Judges will award points on the following basis: 50% for the quality of the work plan, 50% for the work sample itself. Samples will be evaluated on a seven-point scale based on a set of standardized criteria suggested by the judges.

Awards will be issued for items that respond to clearly stated goals and that combine originality and measurable results. Judges will be looking for evidence of careful planning and documentation to illustrate that objectives were realized. They will evaluate the design, creation and execution of the program as well as the pertinence of the strategy and goals in relation to results achieved.

## WHO CAN ENTER

Any person who played a direct role in producing and implementing a communication project executed between 1 September 2009, and 31 August 2010. It is not necessary to be an IABC member to enter the competition.

## ELIGIBILITY CRITERIA

### To be eligible, your entry must:

- Consist of original material in the work sample (no photocopies)
- Be submitted no later than 13 September 2010
- Include work conducted between 1 September 2009, and 31 August 2010\*
- Not have been previously submitted for an Ovation award
- Include written permission from clients, suppliers or any other person associated with the project that the entry may be submitted for this purpose
- Include all required material, according to the directives listed in the work plan
- Comply with the **IABC code of ethics**
- Be received with payment no later than 5 p.m. on Monday, 13 September 2010.

Any project conducted for IABC at the local, national or international level will be accepted if it falls within the required timeframe for the Ovation Awards (1 September 2009, through 31 August 2010.)

\* Work will be accepted that continues beyond 31 August 2010, if you can show that tangible results have been achieved as of this date.

## HOW TO ENTER

Each candidate must:

- Complete the entry form
- Pay the entry fees in full
- Submit a clearly identified and well presented work plan
- Upload supporting materials on the web site or forward via post
- Include an e-mail address for the judges to communicate results and share their feedback

## ENTRY FEES

### Early Bird pricing until 5 p.m. on 9 August 2010

**\$85** members      **\$145** non-members      **\$30** students

### Regular pricing

**\$110** members      **\$170** non-members      **\$55** students

## SUBMIT ENTRIES ONLINE

Follow the instructions online to complete the entry form, pay the applicable fees and upload your work samples. [Start online submission now](#)

## SUBMIT ENTRIES VIA POST

Attn: Richard Descarries  
Domtar Inc.  
395 boul. de Maisonneuve West, Montréal (Québec) H3A 1L6

For further information, please contact Carol Sharpe at 514.944.0521.  
csharpe99@gmail.com