

SHOW YOUR COLOURS

OVATION AWARDS 2012
CALL FOR ENTRIES

NEW FOR 2012:
THE OVATION AWARDS ARE 100% ONLINE

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

TORONTO

5 REASONS TO ENTER GTA'S TOP COMMUNICATIONS AWARDS PROGRAM

1. LET THE COMMUNICATIONS COMMUNITY KNOW WHO YOU ARE!

The International Association of Business Communicators (IABC) Toronto Chapter OVATION Awards program promote winners in a variety of ways to professionals across the Greater Toronto Area.

2. RECEIVE RECOGNITION INTERNALLY AND EXTERNALLY FOR STRATEGIC COMMUNICATIONS EXCELLENCE.

An award at any level can help you and your department, company or organization showcase your abilities and skills. It might just help you justify that budget increase, earn that raise, obtain that dream position or win business.

3. MARKET YOURSELF TO YOUR PEERS, PROSPECTIVE CLIENTS AND POTENTIAL FUTURE EMPLOYERS.

As the largest chapter of IABC in the world, there is no greater audience to be in front of than the approximately 1,700 members of IABC/Toronto and the communications community as a whole.

4. START ON THE PATH TO ACCREDITATION.

Interested in getting your accreditation in the future? An award-winning entry will not only help you sharpen your strategic planning skills, it can be a great addition to your portfolio and get you closer to becoming an Accredited Business Communicator (ABC).

5. PROVE IT TO YOURSELF AND YOUR COLLEAGUES.

Prove that your work is exceptional and take the time to celebrate your success!

IT'S YOUR TIME TO SHOW YOUR COLOURS!

INSIDE

How to win an OVATION!

Here is your guide to putting together an entry:

Step 1 - The Big Questions:
Who can enter? What do I win?

Step 2 - The Categories

Step 3 - Preparing Your Entry

Step 4 - How to Enter

Step 5 - Award Fees & Key Dates

Frequently Asked Questions

Additional Awards

IABC/Toronto has done its best to answer every question to make entering the OVATION Awards program simple. If you have additional questions or concerns, please contact 416-968-0264 or toronto-awards@iabc.com.

Graphic Design:

Fusion Design Group Inc.
Telephone: 416.516.6657
www.fusiondg.ca

STEP 1: THE BIG QUESTIONS

WHO CAN ENTER?

IABC/Toronto's OVATION Awards is open to all Greater Toronto Area (GTA) communications practitioners, including non-members. Each submission must have been planned, produced and completed within a period of three years prior to the entry deadline.

WHAT DO I WIN?

There are two levels of OVATION Awards — an Award of Excellence and an Award of Merit. The level of award depends on your total score.

Winners of an Award of Excellence will receive a beautiful, one-of-a-kind OVATION statue, hand-crafted in glass by a Canadian artist.

Winners of an Award of Merit will receive a plaque.

All OVATION winners will be recognized at the 2012 OVATION Awards Gala, receive recognition in a special OVATION Awards edition of IABC/Toronto's *Communicator* newsletter and have their winning entry (or entries) included in IABC/Toronto's 2012 *OVATION*

Awards Winning Entries Booklet (with entrant's permission). In addition winners will be included in marketing materials (news release, etc.), be acknowledged through social media channels (Facebook, Twitter) and will also have permission to use IABC/Toronto's official 2012 OVATION Award winning logo in their print and online marketing materials.

All 2012 OVATION Award of Excellence winners will be eligible to win The People's Choice Award. There is no additional entry fee required for this award. This award will recognize the entry which members felt was the most successful. The People's Choice Award winner will be announced at the OVATION Awards Gala.

CAN I SUBMIT MULTIPLE ENTRIES?

Yes you can! You may submit as many entries as you wish as long as each entry meets the requirements of the selected category(ies). For example, the same program/project can be entered into several categories. Remember to tailor each entry to the specific category criteria. Separate entry fees apply for each entry. **Please note:** The same project may not be submitted in the same category by *different* individuals or companies.

STEP 2: THE CATEGORIES

There are 19 categories which are grouped into three divisions:

1. Communication Management, 2. Communication Skills and 3. Communication Creative.

Review the categories carefully before making your selection. Selecting the right category is a key to success.

2012 ENTRY DIVISIONS AND CATEGORIES

DIVISION 1: COMMUNICATION MANAGEMENT

This division includes projects, programs and campaigns defined by a communication plan. Entries in these categories:

- might include a combination of communication materials, or
- might focus on a single communication initiative within a larger campaign.

Entrants must demonstrate how their project applied a full range of planning and management skills, while the Work Plan addresses how the entry relates to and affects the organization's overall business strategies.

Category 1: Community Relations

Programs targeted at community audiences, including not-for-profit and volunteer organizations.

Category 2: Government Relations

Programs targeted at government bodies and government agencies.

Category 3: Customer Relations

Programs targeted at customer audiences, including customer relationship management and customer research.

Category 4: Media Relations*

Programs focusing on the news media as the main channel used to reach target audiences.

4a Media Relations with budget up to \$50K

4b Media Relations with budget greater than \$50K up to \$100K

4c Media Relations with budget greater than \$100K

**Please ensure you state 4a, 4b, or 4c on the entry form.*

Use of a standardized media measurement system, such as Media Relations Rating Points (MRP), is recommended, as evidence of media campaign metrics.

Category 5: Marketing Communications**

Programs that include integrated strategies aimed at marketing products and/or services to an external audience.

Examples include: campaigns that incorporate marketing, communications, social media and media relations.

5a Marketing Communications with budget up to \$50K

5b Marketing Communications with budget greater than \$50K up to \$100K

5c Marketing Communications with budget greater than \$100K

***Please ensure you state 5a, 5b, or 5c on the entry form.*

Category 6: Special Events***

Any event marking a significant occasion that supports the goals of the organization, including entries developed and implemented using major events as the pivotal communications tool.

Examples include: large fundraisers, cause-related marketing events, an anniversary, official opening, product launch, road show, conference, customer event, employee appreciation event and large marketing-driven sponsorships.

6a Special events with budget up to \$50K

6b Special events with budget greater than \$50K up to \$100K

6c Special events with budget greater than \$100K

***Please ensure you state 6a, 6b, or 6c on the entry form.

Category 7: Issues Management and Crisis Communication

Programs whose objectives, strategies and tactics address trends, issues and/or stakeholder attitudes which may have a significant positive or negative impact on the organization.

Examples include: programs or projects surrounding such issues as labour relations, mergers/acquisitions, crises, change management, the environment or public policy.

Category 8: Employee, Member or HR Communication

Targeted primarily to internal employee or member audiences, entries in this category should be programs that create awareness and influence opinion and/or behavioural change, or focus on management communication, ethics, morale, internal culture or change management.

Examples include: any type of internal communications program, project or campaign (employee benefits, health and welfare, compensation), or member/employee recruitment or retention campaigns.

Category 9: Strategic Management Process

Methodologies and process that enhance or determine effectiveness of an organization's strategic direction, idea generation, business or service delivery processes, market position, communication audits and plans. This may include communication and/or brand and culture audits, employee and market research, competitive benchmarking and audience analysis. It can also include training programs that enhance communication within an organization or among key audiences.

Category 10: Brand Communication

This category includes strategies for new brands and for repositioning existing brands. Winners in this category demonstrate the research used to shape brand changes. Programs include brand architectures, changes to corporate identities and design solutions that address the challenges of brand communication.

Category 11: Social Responsibility including Economic, Societal and Environmental Development

A social responsibility topic that demonstrate efforts by you, your client and/or your employer to build community, public awareness and potentially influence change in one or more areas of: health and welfare, sustainable environmental development, literacy, economic revitalization or cause-related issues in areas such as education, cultural preservation, indigenous/heritage protection, poverty reduction and/or other societal benefits.

Programs should be designed to raise awareness and drive support where the primary objective is to address and enhance the long-term well-being of one or more communities.

Category 12: Electronic, Digital and Interactive Communications

Includes computer-based communication projects produced for internal or external audiences that use electronic production and/or delivery tools for one or two-way communication. This may include electronic newsletters, electronic annual reports, websites, intranet/internet sites, and podcasts.

Category 13: Social Media

These programs encompass a fast-evolving range of social media tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online. They can be distinguished by a heightened desire to engage a public (internal or external) in conversation, as opposed to one-way broadcasting. Tools & techniques can include (but are not limited to):

- Web 2.0 conversation-enabled publishing platforms (blogs, webinars, etc.)
- social networks (Facebook, MySpace, etc.)
- democratized content networks (wikis, message boards, etc.)
- presence networks/microblogging (Twitter, Google+, etc.)
- content-sharing sites (YouTube, Flickr, Del.icio.us, etc.).

DIVISION 2: COMMUNICATION SKILLS

These categories look at communication products that highlight such technical skills and expertise as editing, writing, design and photography. They recognize:

- importance of project's goals
- demonstration of measurable results
- strategic alignment with the organization's business goals and
- emphasis on the creative process of project execution.

Note: An individual communication product may also be entered as part of an overall program in the Communication Management Division.

Category 14: Writing

Encompasses original material written for a particular communications project, such as:

- personality profiles, recurring features or columns
- other features, editorials and advertorials
- original writing of news stories, news article(s), news releases, or interpretive/expository articles
- marketing and sales promotion materials
- speeches, scripts
- writing for online distribution
- technical writing.

Category 15: Publications

External or internal publications in all formats (except websites): magazines, newspapers, magazines/tabloids, corporate social responsibility reports, newsletters, annual reports and special purpose publications.

Category 16: Multimedia or Digital Content

Programs using sound, video, film slides, CDs or a combination of all or any of these elements. This includes such projects as video programs, webcasts, audio-only programs, slide and sound programs, and films.

DIVISION 3: COMMUNICATION CREATIVE

Demonstrating effective communication that:

- includes innovation, creativity, strategic alignment with an organization's business goals
- showcases creative talent and design.

Category 17: Publication Design

Design of internal or external publications in all formats: magazines, newspapers, tabloids, newsletters, annual reports, brochures and leaflets.

Category 18: Other Graphic Design/3D

This category is for projects that involve creating an organizational brand identity or graphic design project where the creative is the primary communication function, such as cartoons, drawings, paintings, collage, montages, posters, displays, illustrations, bulletin boards, mobiles, invitations, special signs, etc., that appear on:

- book and magazine covers
- logos for organizational identity
- product labels and packaging
- direct marketing materials (mailings, branded gifts, etc.), 3-D materials (t-shirts, etc.)
- billboards, murals, sculpture, decorations, neon signs, awnings, street furniture, etc. intended for a public audience
- outdoor and transport posters (e.g. bus shelters, airport terminals, "wrapped" buildings, etc.).

Category 19: Photography

Original photography created or commissioned for a particular communication project. This can be a single photo or photo essay.

STEP 3: PREPARING YOUR ENTRY

WORK PLAN

Each Work Plan can be up to four (4) pages in length and include the following six (6) project subheadings listed at the top of the plan and not on a separate page:

Entrant's Name:

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

Please note: Suppliers or partners who contributed significantly to a Communications Creative entry should be acknowledged when winners provide additional names for recognition (i.e. photographers, graphic designers). Failure to not acknowledge key creative contributions is grounds for disqualification.

Organization's Name:

The 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.

Division/Category:

The selected Division and Category that accurately reflect the work being entered

Title of Entry:

A title that effectively represents the work being entered.

Time Period of Project:

Only work produced and measured between January 1, 2009 and December 31, 2011 that has not already won an OVATION Award in the category being entered can be considered. If the entry is a multi-year 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 re-submitted if it meets the proper time period noted above and was not a winner in the same category in the last three years of OVATION programs.

Brief Description:

Provide a one or two-sentence description of your entry.

COMMUNICATION MANAGEMENT AND COMMUNICATION SKILLS WORK PLANS

Along with the six (6) project subheadings, the **COMMUNICATION MANAGEMENT** and **COMMUNICATION SKILLS** Work Plans must provide clear details/answers under the required six headings, within the four (4) page maximum:

1. Business Need/Opportunity:

What business need or opportunity did the entry address and how did it affect the organization?

- (1) Clearly describe the issues the organization faced.
- (2) Outline any impact these issues had on performance, reputation, image, profits, participation, etc.
- (3) Highlight any formal or informal research findings supporting your analysis of the need or opportunity.

2. Intended Audience(s):

Describe the target or primary audience and any other audience(s), in terms of their key characteristics (needs, preferences, demographics, psychographic characteristics, etc.) that contributed to the development of the solution.

3. Goals/Objectives:

In relation to the need(s) described above, what communication goals and objectives were articulated? How did they relate to the business objectives or strategies?

Goals describe what the project was designed to accomplish. Choose one or two key goals to describe in detail, orienting them to your organization's future needs and outlining how they are to be measured (often they're financial, but not always). How directly do the objectives address the stated need, and how are they to be measured? Objectives should be specific, measurable, attainable, realistic and time bound (SMART). They should examine outcomes like quantity, time, cost, percentages, quality, "reach" or other criteria.

4. Solution Overview:

What solution was developed and why? Summarize the project, program or campaign and describe the rationale for the chosen approach. Describe the projected impact expected on the business need or opportunity. The solution should demonstrate your thought process, imagination and approach to problem solving. It should include how you involved stakeholders in developing the solution, identify key messages, and outline tactics and communication vehicles used. How effective was the program, campaign or project in meeting the stated business objectives? How effective was the program implemented in terms of budget, time and other resources?

5. Implementation and Challenges:

Describe the challenges you faced, in terms of implementing the project (include budget, time, technical equipment and other required resources), regardless of the size of the budget.

- (1) Outline specifically how you made efficient use of the budget.
- (2) Discuss timeframes and/or any other limitations or challenges you faced when either selling or implementing your ideas.
- (3) Note any special circumstances and discuss how they were addressed. (Judges look for flexibility and the capacity to resolve problems and negotiate solutions)

6. Measurement/Evaluation:

What steps did you take to measure your project's results? Link every result to one or more objectives and show results that are valuable, thorough and convincing.

Measurement should:

- (1) demonstrate outcomes, rather than only outputs and outtakes,
- (2) be quantifiable to the date of the submission (where you're measuring results in terms of behaviour and attitude changes, include the progress you have made to date in achieving those changes),
- (3) examine such outcomes as quantity, time, cost, percentages, quality or other criteria, and
- (4) contribute directly to addressing the stated need. Include the criteria you used to evaluate the results against the objectives and, therefore, the project's success in meeting the business need or opportunity.

COMMUNICATIONS CREATIVE WORK PLAN

Along with the six project subheadings, the **COMMUNICATIONS CREATIVE** Work Plan must include clear details/answers under the following six required headings, within the four-page maximum:

1. Project Summary:

Provide an overview of your project, outlining the business need or opportunity your creative solution addressed.

2. Intended Audience(s):

In addition to describing the intended primary and any other audience(s), describe any audience research you conducted and specify the key characteristics (needs, preferences, demographics, etc.) that factored into developing the solution.

3. Goals and Objectives:

What were the creative objectives of your project, in terms of targeted outcome, and how did they contribute to the organizational business need or opportunity?

4. Key Messages/Theme:

State your key messages or themes and describe how they were most critical to convey.

5. Creative Rationale:

Tell us why you did what you did. Summarize the creative solution that supported it and describe how it demonstrates insight and imagination.

6. Results:

In what way did you achieve your project's objectives by addressing the business need or opportunity?

- (1) Discuss your budget, resources and time frames and show the efficient use of each.
- (2) Demonstrate the effectiveness of your creative solution by showing increases in sales, traffic, participation or other quantifiable outcomes.

WORK SAMPLE

The Work Sample (required for all Divisions) includes the materials supporting and illustrating your communication program, representing the scope of your work and portraying the solution you have described. It can include the actual materials identified in the Work Plan, such as communications plans, publications, photographs, summaries of your research, media releases, etc., but be selective. If your communication program is large, rather than sending every item it includes, pick examples (clips, photos, etc.) that best represent your entry.

Ask yourself if the Work Sample materials are relevant, meaningful and memorable.

- You can submit up to 10 work samples, 10 MB each.
- Submit all work sample such as photos, videos etc. in low resolution.
- Links to video/audio files are preferable to downloading to your submission.
- For websites links, provide the URL or IP address of the site in your entry.
- For Intranets or "limited, secured access" sites, provide instructions on how to register for the site, along with an account name and/or password.
- If access may be a barrier to evaluation, or if the site may change after submission, consider submitting a "tour of the Work Sample" (5 minutes or less).

NOTE: Because of time pressures, judges are required to watch only one minute of video. Be sure to include all important details in the opening (first 60 seconds).

Scoring Guidelines

Judges score both your Work Plan and your Work Sample.

A final score of 5.25 to 5.74 is required to win an Award of Merit.

A final score of 5.75 to 7 is required to win an Award of Excellence.

- For Communication Management entries, which reflect a full range of planning and management skills, the Work Plan and Work Sample are each worth 50 per cent of the score.
- For Communication Skills entries, the Work Plan is worth 40 per cent and the Work Sample is worth 60 per cent.
- For Communication Creative entries, the Work Plan is worth 25 per cent and the Work Sample is worth 75 per cent.

There is no limit to the number of awards that can be presented in each category. Entries do not compete against each other; rather, the individual entry is judged against an established score card.

STEP 4: HOW TO ENTER

NEW for 2012!

The IABC/Toronto OVATION Awards program is all online this year! All entries will be accepted only through the OVATION Awards Online System. The process is simple and entrants can save and review all materials before pressing submit. IABC/Toronto is ready for your questions and feedback, so please do not hesitate to contact us at toronto-awards@iabc.com.

Why the change?

To maintain the integrity of the OVATION Awards and make it easier to submit an entry. Entrants will find the system user-friendly and find the process faster and straightforward.

How to enter

IABC/Toronto will start accepting online entries on January 9, 2012.

Before visiting the online management system at https://omnicontests4.com/?comp_id=231, prepare the following materials:

- Name of Entrant
- IABC member number (If the entrant is a member).
To qualify for the IABC member rate, the Entrant must be a member in good standing
- Title, organization and contact information of Entrant
- Team member names (include all that were involved with the entry)

- Entry Information
 - Division
 - Category
 - Title of Entry
- Decide which Award of Distinction category best describes your organization
 - Boutique (Five or less employees)
 - Small Agency (Six to 20 employees)
 - Mid-Size Agency (21 to 50 employees)
 - Large Agency (51 to more employees)
 - Corporate Communications Department (includes Not-For-Profit organizations)
 - None of the above

- Recognition Summary
Please describe your entry in 15 – 20 words. If your submission wins an OVATION, this summary may be used at the OVATION Awards gala and in various communications.

- People's Choice Summary
Please describe your entry (what, who, where, when and project results) in a 100-word summary (not including entry title). If you win an OVATION Award of Excellence, this description may be used for the People's Choice Vote. *(If you do not want to take part in the People's Choice Award, please still include a 100-word summary, but indicate "no" for participating in the People's Choice Award. The 100-word summary may be used for other purposes.)*

- Work Plan
Four pages maximum. Must follow appropriate headings outlined. Entries must have a minimum font size of 10 pt. Arial on an 8.5" x 11" page layout. Use paragraph format, single column.

- Work Samples
Must be submitted in low resolution and should be in commonly used program formats such as Word, PowerPoint, Excel, JPEG, Quicktime, Windows Media or PDF format. Direct links to video/audio/websites are preferable to downloading documents.

- Letter of permission from the client – (if applicable)
Submitting an entry featuring work done on behalf of a client or organization other than the entrant's requires the written approval of the organization, agency or client prior to submission. If the person who actually did the work or played a key role on the project team is no longer affiliated with the organization or agency, the submission should include the individual's name and/or written approval from him or her. This document can be in Word, PDF or JPEG format.

- High-res company logo (JPEG)
- Two photos or images that reflect your submission, these may be used at the OVATION Awards gala and in various communications.

Now, visit website https://omnicontests4.com/?comp_id=231 and follow the prompts.

Before final submission, payment **must** be made through the online system using a credit card or a cheque **received** by the IABC/Toronto office **before** the deadline (not postmarked).

Entrants must check one of the following:

- By entering my work in the 2012 OVATION Awards program, I grant IABC/Toronto the rights, title and interest to reproduce my work (if chosen as a winning entry) in IABC/Toronto print, online and electronic vehicles (such as the Winning Entries Booklet, the Communicator Awards issue, gala presentation, etc.)
- Proprietary material. Please do not reproduce.

And must confirm the following:

- If chosen to receive an Award of Excellence, I would like to be considered to be a candidate for the People's Choice Award.

STEP 5: FEES AND KEY DATES

All entries and payments must be received by the following deadlines. No refunds will be given if your Work Plan and Work Sample are not received on time.

Early Bird

Entries received on or before Friday, February 3, 2012 (at 5 p.m.)

- IABC member: \$106.19 + HST = \$120
- Non-member: \$132.74 + HST = \$150

On-Time

Entries received after Friday, February 3, 2012, but no later than Friday, February 17, 2012 (at 5 p.m.)

- IABC member: \$128.32 + HST = \$145
- Non-member: \$154.87 + HST = \$175

Last-Minute

Entries received after Friday, February 17, 2012, but no later than Friday, February 24, 2012 (at 5 p.m.)

- IABC member: \$150.44 + HST = \$170
- Non-member: \$181.42 + HST = \$205

Not-for-Profit IABC/TORONTO Members

Entries received from IABC/Toronto members employed by a not-for-profit, non-profit or charitable organization (excludes government agencies, public sector organizations and industry associations) for a project pertinent to that organization pay a flat fee of \$97.35 + HST = \$110 per entry for entries submitted at any time up to 5 p.m. on February 24, 2012.

Please note: *The entrant must be employed by the not-for-profit, non-profit or charitable organization to qualify for this rate. Agencies or consultants entering a project implemented for a not-for-profit, non-profit or charitable organization client do not qualify for this reduced rate.*

Notification of Winners and Gala Event

- April 2012 – Results to be e-mailed to all 2012 OVATION entrants.
- May 30, 2012 – IABC/Toronto OVATION Gala and Awards Presentation at the Liberty Grand.
- Winners will be featured in IABC/Toronto's *Communicator* newsletter and posted on the website <http://toronto.iabc.com> following the gala.

Resources to Help Prepare OVATION Awards Submissions

For tips on preparing an award entry, please visit the free archived How to Win an OVATION Award webinar.

Previous winning entries can be viewed by potential entrants:

- IABC/Toronto members have free access to the *OVATION Awards Winning Entries Booklet* by going to: <http://toronto.iabc.com/members-area/ovation-case-studies/>
- Non-members can purchase the *OVATION Awards Winning Entries Booklet* PDF for \$40 each. To order a copy, please contact the IABC/Toronto office at toronto-info@iabc.com.

FAQ

What will disqualify entries?

- Entry fees received after the entry deadline (February 24, 2012 by 5 p.m. ET)
- Entry submitted in wrong division or category.
- Entry form incomplete or inaccurate.
- Your entry is submitted in a binder or on a CD/DVD.
- Recognition summary (15 to 20 words) or People's Choice 100-word Summary not included.
- Payment, where required, is insufficient for the number of entries, including the same entry submitted in more than one category.
- Work Plan exceeds the page limit.
- Work Plan is not clear or does not follow submission guidelines.
- Work Plan or Work Sample is missing or incomplete.
- Work submitted is not your own.
- Communication Creative entry winners should acknowledge key creative contributors when providing additional names for recognition. Failure to not acknowledge key creative contributions is grounds for a disqualification.
- Letter of permission is missing (if applicable).

Can I resubmit an entry?

YES. As long as the work was produced and measured between January 1, 2009 and December 31, 2011 and has not already won an OVATION Award in the category being entered in the last three years of OVATION programs.

Can I submit the same entry more than once?

YES, but the same project may not be submitted more than once (i.e., by different individuals) in the same category. Entries by one individual or team may be submitted in multiple categories, but should be adjusted to fit the requirements outlined for the specific Divisions/Categories. You must pay the entry fee for each category entered and submit a separate entry form with each entry.

Do entrants receive feedback?

YES. Entrants will receive a one-page evaluation with scores and brief comments from our judges for each entry submitted. Evaluation forms will be e-mailed by April 2012.

Will I be notified if I have won an award prior to the OVATION Awards Gala?

YES. All OVATION entrants will be notified regarding the decision of the judges by April 2012 via e-mail. The winners of the People's Choice Award and other awards will be announced at the OVATION Awards Gala to be held on May 30, 2012.

How will the winners be recognized?

Winners will be presented their award at the OVATION Awards Gala. Winners will also be featured in an issue of the IABC/Toronto *Communicator* newsletter, listed on IABC/Toronto's website and included in IABC/Toronto's *2012 OVATION Awards Winning Entries Booklet* (with entrant's permission).

We do not want our Work Plan made public. Is there any way to keep this information private?

YES. You can elect to keep your entry private due to proprietary interests.

Do we have to disclose information regarding the client's budget?

YES. If you do not provide budget information, you will be penalized in the marking process. Ensure you check the confidentiality box on the entry form. If you cannot provide exact budgets due to proprietary reasons, at minimum, please provide an approximate budget.

How can I learn more about how to enter online?

In January 2012, IABC/Toronto will host a Q&A session to assist with the online submission process. Date for Q&A to be announced in early January.

How many entries can I submit?

There is no maximum. You may submit as many different entries as you wish. Remember that separate fees and entry forms apply for each entry.

I hear you compare entries against each other?

Entries do not compete against each other; rather, the individual entry is judged against an established score card.

How are the entries judged and awards determined?

The OVATION Awards Committee recruits senior level practitioners to serve as judges. A team of a minimum of two judges uses standardized criteria to evaluate each entry. To advance as finalists, entries must score at least 5.25 out of 7 possible points. Finalists in each category may be re-evaluated by a second tier of judges, which may be composed of IABC Fellows, Accredited Business Communicators, and/or other senior leaders in the communication profession. Entries receiving a score of 5.75 and above receive an Award of Excellence. Those with a score ranging from 5.25 to 5.74 receive an Award of Merit. All judges' decisions are final.

Is there a limit to the number of OVATION Awards presented?

NO. There is no limit to the number of awards that can be awarded in each category.

How are entries scored?

Winning entries must meet clearly stated objectives, show originality and demonstrate results based on measured outcomes. Judges consider how well a program is conceived and executed, how appropriate the chosen strategy and objectives are in relation to its desired results, and how outcomes are measured and achieved.

What is the weighting?

In terms of scoring, for entries in the Communication Management division, the Work Plan and Work Sample are each worth 50 per cent of the score. For entries in the Communication Skills division, the Work Plan is worth 40 per cent and the Work Sample is worth 60 per cent of the score. In the Communication Creative division, the Work Plan is worth 25 per cent and the Work Sample is worth 75 per cent of the score.

If I have won in another IABC awards program for the same submission, does it mean I will win automatically?

NO. There is no guarantee of winning an OVATION Award. Each entry is judged against the specific category criteria.

Do the judges really pay attention to details such as the permitted font size and the length of the Work Plan?

YES. If you get these details wrong, you will be disqualified.

What happens to the entries after the competition is completed?

All submissions will be deleted off the online system by June 30, 2012 by IABC/Toronto. Only those with permission are able to access the secure online management system.

Can I submit my entry in a binder or on a CD/DVD?

NO. Submission will only be accepted through the online management process.

I have several testimonial letters, but they mention the name of another awards program. Do I need to get authors to slightly "reword" these letters to mention OVATION Awards?

Insert ellipses (...) to acknowledge that the quote is not in full.

Must testimonial letters be signed?

E-mail testimonials are acceptable provided that they are properly articulated and include the sender's name, the date, etc. An electronic signature is acceptable.

Which category or division should I enter?

For questions about specific categories and divisions, please e-mail IABC/Toronto's office at toronto-info@iabc.com.

Are winners able to purchase additional statues and plaques for team members?

YES. Details on purchasing additional awards will be sent to winners as part of the Winner's Package in April.

IABC/Toronto has done its best to answer every question in regard to entering the OVATION Awards program. In January 2012, IABC/Toronto will host a Q&A session to assist with the online submission process. If you have additional questions or concerns, please contact: 416-968-0264 or toronto-awards@iabc.com.

ADDITIONAL AWARDS

AWARDS OF DISTINCTION

The following five awards celebrate exceptional OVATION winners. For each OVATION Award of Excellence won, a winner receives three points and for each Award of merit won, the winner receives one point. The company in each with the highest point total wins the award. In the event of a tie, total score of each OVATION entry will be totalled and the entrant/organization with the highest average will be the winner.

Boutique Agency of the Year (Five or less employees)

Small Agency of the Year (Six to 20 employees)

Mid-Size Agency of the Year (21 to 50 employees)

Large Agency of the Year (51 to more employees)

Corporate Communications Department of the Year (includes Not-For-Profit organizations)

You will be asked to complete a form to apply for these awards when you receive notification of the awards you have won.

Bobbie Resnick Philanthropy Award

As a consummate communications professional, volunteer, educator and mentor, Bobbie Resnick, ABC, APR, MC, IABC Fellow, has been a communications and community leader for more than 50 years. This award in her name recognizes outstanding leadership, contribution to the communications profession and service to the community.

Open to any team or individual from the IABC/Toronto membership area, who has used strategic communications to make a beneficial impact within the community, either directly or through a philanthropic campaign.

Please visit the IABC/Toronto website for an entry form. There is no charge to enter.

Support material:

- A 100-word summary statement – why the candidate/team deserves this award
- Executive summary of communication plans/campaigns/projects in which leadership ability is demonstrated (submissions should include evaluation/results)
- Other awards and recognition (local, national, international)
- Recent media coverage, if applicable

Entries will be accepted until Friday, March 30, 2012, 5:00 p.m.

IABC/Toronto's Student of the Year Award

IABC/Toronto recognizes student members each year who exhibit leadership and excellence in communication. The student award recipients possess creativity, strong writing skills and passion in both their academic and volunteer projects.

Please visit the IABC/Toronto website for an entry form. There is no charge to enter. Only IABC/Toronto Student Members can enter the Student of the Year Award. The winner will receive a cash prize of \$500.

The following required items must be submitted to enter IABC/Toronto's Student of the Year Award:

1. Completed entry form
2. A news release of no more than two pages on how you plan to make an impact on the practice of public relations/communications in the future (to be submitted on 8.5" x 11" letterhead, no smaller than 10 point font and 1/2" margins)
3. One writing sample (can be from school work and can include a news release, speech, communications plan, etc.)
4. An up-to-date resume

Entries will be accepted until Friday, March 30, 2012, 5:00 p.m.