

## What Do Past OVATION Winners Have to Say...December 20, 2004

Are you wondering if entering the OVATION Awards is a worthwhile experience? Aside from the recognition received for work well done, your peers, colleagues, clients and the media will applaud and appreciate you!

Read below and you'll see that the experience is more than worth the effort to enter!

*"Winning an OVATION award last year was an absolutely fantastic experience for me and my entire team. It represented recognition from our peers in the communications field that we were producing top quality results. The award boosted our confidence by letting us know that we were headed in the right direction. It also resulted in greater respect from internal and external stakeholders, not to mention some additional profile for the company. The awards ceremony was truly professional and even glitzy – it reminded me of the Oscars! I would definitely recommend this experience at least once in your career!"*

Matthew Glogowski, ABC,

2004 Winner of Award of Excellence in Audio Visual and Award of Merit in Publications

Director, Corporate Communications / Directeur, Communications d'entreprise, Canada Lands Company / Société immobilière du Canada

*"We never start out thinking that we are going to win an award for our clients. We develop programs that are not only creative but will deliver results for the clients and show them that we understand their business needs. Winning an OVATION award is the icing on the cake. It has made me look at the work we are doing for clients to see if somehow we can make it better than it already was. It has made the bar so much higher in terms of what I strive for professionally."*

Linda Andross

2004 Winner of Award of Excellence in Electronic and Interactive Communications  
Vice President, Apex Public Relations

*"Being recognized by other outstanding communicators is a great honour. Since winning an OVATION Award, The Lung Association staff and volunteers realize the important work being produced by the Marketing and Communications Department. Outside recognition provides value that is difficult to claim on our own."*

Avril Henry

2004 Winner of Award of Excellence in Electronic and Interactive Communications  
Public Relations Manager, The Lung Association

*"As a progressive retailer, the LCBO strives to implement best practices in every aspect of its operations, measuring results against fiscal and service performance goals, strategic objectives and leading industry standards. Along with employee evaluations, awards such as IABC's OVATION Award of Excellence, help ensure that our work is effective and of high quality. Our most recent OVATION award, for the employee*

*training video Shelf Talk: Alsace, was particularly rewarding because increasing staff product knowledge is an important part of the LCBO's ongoing commitment to improving customer service."*

Bill Kennedy

2004 Winner of Award of Excellence in AudioVisual  
Executive Director, Corporate Communications, LCBO

*"It was a personal thrill winning an IABC Award of Excellence for my annual report/calendar. The business communicators who judged my work offered tremendous insights into why I won. I applied those same creative disciplines to other successful projects. I won't sugar coat the long off-hours spent condensing the production's narrative into two illustrated binders. It's not for the faint of heart. But it offered valuable analysis for future endeavors. The recognition from colleagues was professionally inspiring and watching an idea take artistic form was a confidence-builder. Corporate can be creative! Believe this: it is a career high you won't want to miss"*

Alana Perkins

2004 Winner of Award of Excellence in Publications  
Corporate Communications, INTRIA Items

*"We were thrilled when we heard that our OVATION submission was being recognized with an award. It was a great confident boost, and validated our belief we truly have created a great vehicle! Winning the OVATION also provided us the opportunity to heighten the profile of our award-winning intranet site internally, which increased interest and readership. It provided a tangible measure of success and was a point of pride for our communication champions – our company's executive team. From putting the submission together to attending the gala event, this was an exhilarating and encouraging experience."*

Jayne Flinn Burton, ABC, and Michael Lane

2004 Winners of Award of Merit in Electronic and Interactive Communications  
Aviva Canada Inc.