

**INTERNAL COMMUNICATIONS
AND ENGAGEMENT AWARDS**

ENTRY TEMPLATE

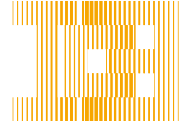
Celebrating achievement in internal communications

Final deadline **14 February 2020**

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www.communicatemagazine.com/awards/iceawards

ABOUT THE AWARDS



The Internal Communications and Engagement Awards will highlight the impact internal communications has on a business, the role of the internal communicator within an organisation and the creative strategies developed to promote an engaged workforce. The awards will celebrate achievement in internal communications, honouring companies that communicate effectively with internal stakeholders.

10 JAN

Early entry discount*

14 FEB

Final deadline

17 JAN

Last chance to save**

28 FEB

Late entry deadline***

FEES

£295 for the first entry from each organisation or submitting body

£145 for each subsequent entry from each organisation/submitting body

£145 for all entries by or on behalf of a charity, NGO, pressure group or otherwise NPF organisation and/or independent consultants or advisors

Please call Lauren +44 (0)20 3950 5356 if you think you may be eligible for this discount

*Enter before 10 January 2020 to receive £100 off your total entry cost and your fifth entry free

**You will receive your fifth entry free until 17 January 2020

***Each entry submitted after 14 February will be subject to £125 late fee. Entries will not be accepted after 28 February

CATEGORIES



BEST INTERNAL COMMUNICATIONS CAMPAIGN

BEST ONGOING COMMITMENT TO
INTERNAL COMMUNICATIONS

BEST INTERNAL COMMUNICATIONS CAMPAIGN
ACROSS MULTIPLE MARKETS

BEST COMMUNICATION OF CHANGE
OR BUSINESS TRANSFORMATION

BEST INTERNAL COMMUNICATIONS IN A CRISIS

BEST INTRANET

BEST USE OF MOBILE OR APPS

BEST USE OF VIDEO AND ANIMATION

BEST USE OF SOCIAL MEDIA

BEST EVENT

BEST INTERNAL PUBLICATION: PRINT

BEST INTERNAL PUBLICATION: DIGITAL

BEST INNOVATION

BEST ALIGNMENT OF INTERNAL COMMUNICATIONS
WITH EXTERNAL MESSAGING

BEST EVALUATION PROCESS OF
INTERNAL COMMUNICATIONS

BEST USE OF CONTENT

BEST USE OF DATA

BEST ENGAGEMENT OF BRAND AMBASSADORS

BEST USE OF STORYTELLING

BEST EVALUATION

The following categories are sponsored and judged by CIPR Inside:

CIPR INSIDE INTERNAL COMMUNICATOR OF THE YEAR

CIPR INSIDE INTERNAL COMMUNICATIONS
TEAM OF THE YEAR

CIPR INSIDE BUSINESS LEADER OF THE YEAR

HOW TO ENTER



Writing your entry

There are no boundaries on the design, branding or format of the entry. The submission can be formatted portrait or landscape. Feel free to include the Internal Communications and Engagement Awards branding. Judges often prefer entries that don't have too much text on one page as it makes them easier to read.

The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

To enter the Internal Communications and Engagement Awards, please prepare a single PDF document including your entry summary and statement of up to 1000 words in total. Written supporting materials do not contribute towards the word count. Please ensure your file is no larger than 10MB.

Entry summary

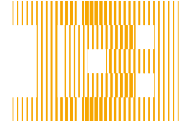
Provide a short summary of 300 words or less that includes the following:

- **Entry synopsis** – a short summary of the project or campaign
- **Category entered and why the work fits into that category**
- **Industry context** – what is the company's place within the market?
- **Budget** (optional – please mark confidential where necessary)

NB: We advise that the submission includes a guide on the project brief, budget and time frame to help put the project into context for the judges.



HOW TO ENTER



Entry statement

Write an entry statement of up to 700 words. The statement should cover the objective, research and planning, creativity and innovation, strategy and implementation, and results. Below are some points on how to expand on each area.

Objective

- What were the goals/targets?
- What did you want to achieve?
- Why were the objectives necessary?
- What prompted the project/campaign to be carried out?
- What was the brief? (optional)

Research and planning

- What research was conducted?
- How did it represent the target audience?
- Did the research expose any problems or additional challenges?
- Were changes needed to meet the objectives?

Creativity and innovation

- How was the project innovative?
- What made the work stand out?
- How did the project/campaign creatively engage with the target audience?
- Were there any creative restrictions?
- How did you get around them?

Strategy and implementation

- How was the research incorporated into the strategy?
- How did the project reach its target audience?
- How was the strategy implemented?
- Were there any unexpected problems or unforeseen circumstances?

Results

- How did you meet your objectives?
- Were there any unexpected outcomes?
- What was the ROI? (optional)
- Is there any evidence to support the outcomes?
- How was the project received internally?

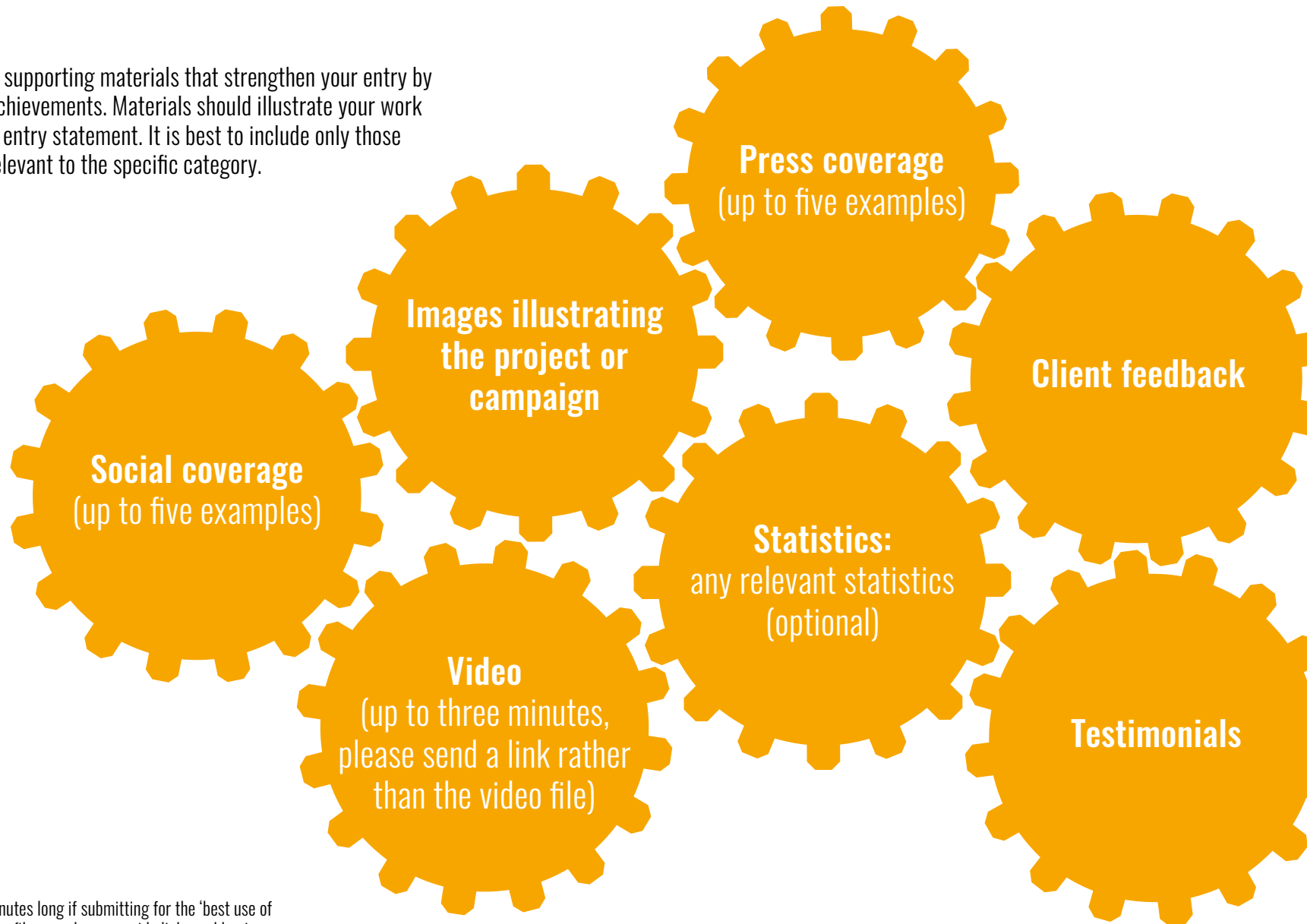
NB: The judges often ask for evidence of how the goals were met. The best entries include the ROI and ROO. Statistical data can be included in the supporting materials.

HOW TO ENTER



Supporting materials

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It is best to include only those materials that are directly relevant to the specific category.



NB: Videos can be more than three minutes long if submitting for the 'best use of video' category. We do not accept video files, so please provide links and log in details if necessary. Please ensure there are no expiration dates on video links.

ENTER NOW

Contact Lauren Ditcher for more information:

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