



**INTERNAL COMMUNICATIONS
AND ENGAGEMENT AWARDS**

**ENTRY GUIDANCE FOR
CIPR INSIDE CATEGORIES**

supported and presented by



Entry deadline: 18 March 2022

This award is given to a business leader who understands the importance of internal communications. The winner of this award will demonstrate a track record of engaging their organisation's workforce. You can recommend a colleague – or enter yourself.

For entries into this category, you will need to provide an 800-word entry submission. Entrants are encouraged to ensure the judges understand the strengths of the leader.

Please consider the following areas in your submission.

CONTEXT

This is your chance to provide some background information.

- Who is the organisation?
- What does the organisation do?
- Where does the organisation fit within its sector?
- Please share a brief outline of the individual's career to date

ACHIEVEMENTS

- What has been achieved by the business leader in the past 18 months?
- Did the team meet/exceed their targets?
- How well did the team inform and engage stakeholders?
- Did the business leader meet the stakeholder/company objectives?
- Have there been any surprise results?

MANAGEMENT AND LEADERSHIP

- How well does the business leader communicate with the team?
- Does the business leader
 - inspire others to work collaboratively and creatively
 - demonstrate initiative
 - lead an effective team to achieve results
 - promote a work environment that is respectful and supportive
 - have a commitment to innovation and team development
- Is the business leader actively involved in any mentoring (formal or informal) and development of others?
- Are they an excellent role model?

This award is presented to an internal communications professional who has made the greatest impact on their company's or client's internal communications. You can recommend a colleague – or enter yourself.

Remember this award is about the individual and judges should understand why they deserve to win. For entries into this category, you will need to provide an 800-word entry submission.

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- Please share a brief outline of the individual's career to date

ABOUT THE INDIVIDUAL

Entrants should

- Demonstrate the effective strategic impact they have had on an organisation's employee and/or stakeholder communications
- Demonstrate the individual's potential, flair and creativity
- Explain how they have made a real difference through their delivery of internal comms
- Provide evidence of how they have implemented best practice. Evidence of results must also be given

ACHIEVEMENTS

- What has been achieved by the internal communicator in the past 18 months?
- Do they have any outstanding work? Please share any results

SUPPORTING MATERIALS

You should provide a solid written case for an individual nomination and it is recommended that you submit supporting material too. These could be:

- Storyboards
- Feedback (reviews, appraisals, testimonials, customer or colleague feedback)
- Evidence to show business impact (survey results, sales figures (%), press releases etc.)
- Photographs
- Collateral
- Website links

The recipient of this award is the team or organisation that best proves a commitment to high standards and a contribution to their company's or client's internal communications. For entries into this category, you will need to provide an 800-word entry submission.

Please consider the following areas in your submission.

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TEAMWORK

Within the submission, we would like you to consider the following areas:

- A description of the team, its structure and personality - what makes the team special?
- Evidence of how the team has pushed for and implemented best practice must be provided
- Demonstrate the effective strategic impact the team has had on an organisation's employee and/or stakeholder communications
- How has the team involved other departments in their organisation to avoid a silo approach?
- Clearly communicate why the team is a worthy winner

RESULTS

Explain how the team worked together to meet targets. Results must also be evidenced.

- Did the team work together to create new ideas and creative ways to achieve goals? (Include information on team meetings and events)
- Business impacts - How teamwork was effectively employed to deliver these impacts
- How their achievement fits with their organisation's purpose

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- Photographs
- Collateral
- Website links

ENTER NOW

For any more information or help with your entry please feel free to contact
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