

# INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

---

CELEBRATING EXCELLENCE IN INTERNAL COMMUNICATIONS

## ENTRY AND INFORMATION PACK

Entry deadline: 18 March 2022

# ABOUT THE AWARDS

The Internal Communications and Engagement Awards highlights 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.

[communicatemagazine.com/iceawards](http://communicatemagazine.com/iceawards)

---

---

Early entry deadline\*

**5 NOVEMBER**

Last chance to save\*\*

**3 DECEMBER**

Entry deadline

**18 MARCH**

Late deadline\*\*

**1 APRIL**

\*Enter before 5 November to receive £100 off your total entry cost and your fifth entry free

\*\*You will receive your fifth entry free until 3 December

\*\*\*Each entry submitted after 18 March will be subject to £125 late fee. Entries will not be accepted after 1 April

---

## FEES

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

**£195** for each subsequent entry from each organisation or submitting body

**£195** for all entries by or on behalf of a charity, NGO, pressure group or otherwise NFP organisation and/or independent consultants or advisors

If you think you may be eligible for this discount, please contact Frankie on +44 (0)20 3950 5356

All rates shown are excluding VAT

---

# CATEGORIES

---

## Campaigns and communications

Best internal communications campaign

Best communication of change or business transformation

Best internal communications campaign across multiple markets

Best alignment of internal communications

with external messaging

Best internal communications in a crisis

## Process

Best use of data

Best use of content

Best use of storytelling

Best engagement of brand ambassadors

Best evaluation process of internal communications

Best ongoing commitment to internal communications

## Outputs and deliverables

Best use of mobile or apps

Best intranet

Best use of social media

Best use of video and animation

Best event

Best internal publication: Print

Best internal publication: Digital

Best innovation

Best use of audio

## By sector

- Charity, NGO or NFP
- Education
- Energy & utilities
- Engineering and manufacturing
- Extraction (oil, gas and mining)
- Farming and agriculture
- Financial services
- FMCG
- Food and beverage
- Healthcare and pharmaceuticals
- Industrial and basic materials
- Professional services

- Property, construction and facilities management
- Public
- Retail
- Sports, travel, leisure and tourism
- Technology, media and telecommunications
- Transport and logistics

## Special recognition awards

Best internal communications during the Covid-19 pandemic\*

\*Entries made into this category will be free of charge. If you make the shortlist, you will receive a free place at the 2022 ceremony.

**CIPR** INSIDE | Internal communicator of the year

**CIPR** INSIDE | Business leader of the year

**CIPR** INSIDE | Internal communications team of the year

If you are entering one of the CIPR Inside categories, please download the *CIPR Inside entry guide* [here](#)

## Grand prix

# 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 and detail SMART objectives. 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.

Please prepare a single PDF document including:

1. Entry summary (300 words)
2. Entry statement (700 words)
3. Supporting materials (written material does not contribute towards the word count)

Please ensure your file is **no larger than 10MB**.



# HOW TO ENTER

---

## 1. 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.

Please remember if you are looking to enter the same campaign/project into multiple categories, please make sure you tailor your entries.

## 2. 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.

On the next page there are some key points on how to expand on each area.

# HOW TO ENTER

---

## 3. 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. **All supporting materials must be included in your single PDF entry document.**

- Images illustrating the project or campaign
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please send a link rather than the video file)
- Statistics: any relevant statistics (optional)
- Client feedback
- Testimonials

NB: Videos can be more than three minutes long if submitting for the 'Best use of video and animation' category. We do not accept video files and kindly ask that you provide a link and log in details where necessary. Please ensure there are no expiration dates on video links.

---

# HOW TO CRAFT A SUCCESSFUL ENTRY

## 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?

## 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?

## 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?

## 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.

---

If you would like assistance in writing your submission, contact our supporter and awards writing experts, **Boost**.



For entries into '**Best in sector**' category, you will need to provide an 800-word submission. Our judges want to discover how your organisation's internal communications function stands out from your peers and other organisations in your sector.

### CONTEXT

This is your chance to provide some background information.

- What is the organisation?
- What does the organisation do?
- Where does the organisation fit within its sector?

### AREAS FOR CONSIDERATION INCLUDE

- Has anything happened which has affected or challenged the company?
- Sector challenges and the strategies implemented in response
- What are the organisation's areas of strength in internal communications?
- How has the organisation worked?
- A summary of the year's work
- What has been done to deliver outstanding engagement results? How has this been measured?

### SUPPORTING MATERIALS

Please include a selection of supporting materials that strengthen your entry by providing evidence. Materials should aid the narrative of your statement and can be:

- Images
- Video (up to three minutes, please include a link in the entry rather than sending the video file)
- Statistics and/or results
- Internal feedback
- Employee satisfaction scores
- Testimonials

Cravenhill Publishing, publisher of Communicate magazine, organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.



The Corporate Content Awards is the only awards event in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



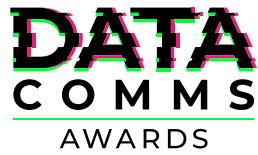
The Corporate Content Awards is the only awards programme for North American organisations to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.



The Corporate & Financial Awards awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



The Digital Impact Awards will honour the best corporate digital communications work in Asia.



The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work in Europe.



The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.

**ENTER NOW**

For any more information or help with your entry please feel free to contact  
Frankie at [frankie.adams@communicatemagazine.co.uk](mailto:frankie.adams@communicatemagazine.co.uk) or call +44 (0)20 3950 5356

---

---