



# INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

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CELEBRATING EXCELLENCE IN INTERNAL COMMUNICATIONS

## ENTRY GUIDE

Entry deadline **3 February 2023**

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# 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.



# WHY ENTER?

This awards programme recognises impactful and wide-ranging examples of internal comms campaigns and projects. Winning an Internal Communications and Engagement Award helps set organisations apart from their competitors and provides the opportunity to engage internal teams.

## Putting your organisation forward offers a chance to:

- Reflect and evaluate – learn about your projects and compare them against peers
- Engage stakeholders – commend your internal teams and recognise their work at a prestigious awards ceremony in June 2023
- Evidence excellence – to win or to be shortlisted, shows that you have reached the very highest standard, as judged by leading experts

If shortlisted, you'll be joining an illustrious roll call of past winners. Winning can be a great boost to team morale, as efforts and hard work have been recognised and benchmarked in a competitive field.





# KEY DATES

Early entry deadline\*

## 9 December 2022

Entry deadline

## 3 February 2023

Late entry deadline\*\*

## 17 February 2023

\* **Magazine subscribers:** Enter by 9 December 2022 to receive £150 off your total entry cost and your fifth entry for free. Subscribe to Communicate magazine [here](#) to take advantage of this exclusive rate.

**Non magazine subscribers:** Enter by 9 December 2022 to receive £100 off your total entry cost.

\*\*A late entry charge of £125 will be applied to each entry submitted after 3 February 2023. No entries will be accepted after 17 February 2023.

*All rates shown are excluding VAT*

# 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 any entry from or on behalf of a charity, NGO, pressure group or otherwise NFP organisation

If you think you may be eligible for this discount, please contact Emma at [emma.macdonald@communicatemagazine.co.uk](mailto:emma.macdonald@communicatemagazine.co.uk) or call +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

## Best internal communications by sector

- Charity, NGO or NFP
- Education
- Energy and utilities
- Engineering and manufacturing
- Extraction (oil, gas and mining)
- Farming and agricultural
- Financial services
- FMCG
- Food and beverage
- Healthcare and pharmaceutical

## 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 audio
- Best use of social media
- Best use of video and animation
- Best event
- Best internal publication: Print
- Best internal publication: Digital
- Best innovation

## Special recognition awards

- Internal communicator of the Year
- Business Leader of the Year
- Internal Communications Team of the Year

# 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. You may wish add images throughout the submission to add to the entry narrative.

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.

**For the main awards categories, please prepare a single PDF document including:**

**1. Entry summary**

**2. Entry statement**

A different format is required for the 'Best in sector' and 'Special recognition' categories. Please see pages 11, 12, 13 and 14 respectively, for the correct entry format and guidance

**3. Supporting materials**

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

For more information or guidance please email [emma.macdonald@communicatemagazine.co.uk](mailto:emma.macdonald@communicatemagazine.co.uk)



# WRITING YOUR ENTRY

## Campaigns and communications, Process and Outputs and deliverables categories

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### 1. Entry summary

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

- About the organisation – introduce your organisation for the judges
- 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)

*Note: Please remember if you are looking to enter the same campaign/project into multiple categories, we recommend you tailor your entry summary/statement for each category entered.*

*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.*

Any organisation can enter the awards providing the strategy or execution was developed, launched or carried out between August 2021 and February 2023.

### 2. Entry statement

Write an entry statement of up to 700 words.

The statement should cover:

- Objective
- Research and planning
- Creativity and innovation
- Strategy and implementation
- Results

On the next page there are some key points on how to expand on each area. Judges will be referring to this criteria when reviewing the submissions.

Successful entries have a clear narrative and detail SMART objectives.



# CRAFTING 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 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/campaign 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)
- Are you able to share any before and after metrics?
- Is there any evidence to support the outcomes?
- How was the project received internally?

*Note: 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**.

# WRITING YOUR ENTRY

## Campaigns and communications, Process and Outputs and deliverables categories

### 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. Please include materials that are directly relevant to the category. All supporting materials must be included in your entry PDF.

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

*Note: 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.*

[ENTER HERE](#)



# WRITING YOUR ENTRY

## Best internal communications by sector

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Please provide an **800 word entry statement**. The judges want to discover how your organisation's internal communications stand out from your peers or other organisations in your sector. This is an opportunity for our judges to gain insight into the broad scope of work from the internal communications team.

Please consider the following areas in your submission:

### Context

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

### Areas for consideration

- 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

# WRITING YOUR ENTRY

## Internal Communicator of the Year

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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, please provide an **800 word entry submission**.

Please consider the following areas in your submission:

### Context

This is your chance to provide some background information.

- What is the individual's 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

### 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

Provide a solid written case for a nomination and supporting materials are recommended. 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



# WRITING YOUR ENTRY

## Business Leader of the Year

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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, please 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

- Who is the individual's 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?

# WRITING YOUR ENTRY

## Internal Communications Team of the Year

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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. Those shortlisted will demonstrate effective strategic impact. For entries into this category, please provide an **800 word entry submission**.

Please consider the following areas in your submission:

### 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?

### Teamwork

Within the submission, please consider the following areas:

- A description of the team/department, 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

### Supporting materials

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



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.

For more information, contact Michelle Manton, head of events, Communicate: [michelle.manton@communicatemagazine.co.uk](mailto:michelle.manton@communicatemagazine.co.uk) or visit [communicatemagazine.com/awards](http://communicatemagazine.com/awards)

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**Good luck!**