ICE

INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS 2027

ENTRY GUIDE

Entry deadline
19 February 2027

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ABOUT THE AWARDS

For many corporate communications teams, employees are one of their most important audiences. Often cited as an organisation's most valuable assets, employees are the face of the brand and have the potential to be the most passionate of brand ambassadors. For those companies that communicate effectively with these internal stakeholders, they see benefits not only in terms of engagement, but also on the bottom line.

Communicate magazine is celebrating achievements in internal communications with the Internal Communications and Engagement 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 2026

Evidence excellence
Winning or being 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*

18 December 2026

Entry deadline

19 February 2027

Late entry deadline**

19 March 2027

* Magazine subscribers: Enter by 18 December 2026 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 18 December 2026 to receive £100 off your total entry cost.

** A late entry charge of £125 will be applied to each entry submitted after 19 February 2027. No entries will be accepted after 19 March 2027.

FEES

£320 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 Harry at harry.spicer@communicatemagazine.com or call +44 (020) 3950 5356

All rates shown are excluding VAT

CATEGORIES

CAMPAIGNS AND COMMUNICATIONS

Best Internal Communications Campaign
- SME
- Large Business Under 10,000 Employees
- Large Business Over 10,000 Employees

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 Communications Campaign to Assist the Onboarding Process

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

Best Engagement of a Disparate or Remote Workforce

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
- In-person
- Online or Hybrid

Best Internal Publication: Print

Best Internal Publication: Digital

Best Innovation

Best Use of Employee-Generated Content

Best Use of Artificial Intelligence in Internal Communications

CULTURE AND PURPOSE

Best Communication of Corporate Culture

Best DE&I Initiative

Best Engagement of Corporate Purpose

SECTOR

Automotive

Charity, NGO or Not-For-Profit

Education

Energy and Utilities

Engineering and Manufacturing

Financial Services

FMCG

Food and Beverage

Healthcare and Pharmaceutical

Industrial and Basic Materials

Oil, Gas, Mining and Extractives

Professional Services

Property, Construction and Facilities Management

Public

Retail

Sports, Travel, Leisure and Tourism

Technology, Media and Telecommunications

Transport and Logistics

SPECIAL RECOGNITION AWARDS

One to Watch

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 to add images throughout the submission to help enhance and strengthen the narrative.

The most successful entries have a clear narrative and detailed **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.

Any organisation can enter the awards providing the strategy or execution was developed, launched or carried out between July 2024 and January 2026.

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, 14 and 15 respectively, for the correct entry format and guidance

3. Supporting materials

Please ensure your file is no larger than 10MB, 20 pages.

ENTER NOW

WRITING YOUR ENTRY

CAMPAIGNS AND COMMUNICATIONS ▪ PROCESS
OUTPUTS AND DELIVERABLES ▪ CULTURE AND PURPOSE

1. ENTRY SUMMARY

Provide a short summary of **300 words.**

The summary should include the following:

- About the organisation – introduce your organisation to 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.

2. ENTRY STATEMENT

Write an entry statement of up to **800 words.**

The statement should include the following:

- 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 these criteria when reviewing the submissions. Successful entries have a clear narrative and detail **SMART objectives.**

CRAFTING A SUCCESSFUL ENTRY

CAMPAIGNS AND COMMUNICATIONS ▪ PROCESS
OUTPUTS AND DELIVERABLES ▪ CULTURE AND PURPOSE

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

- What made the project or campaign innovative?
- What made the work stand out?
- How did the project/campaign creatively engage with the target audience?
- If there were any creative restrictions, how did you overcome these?

RESULTS

Our judges focus on strong results. Please consider the following points to assist you in demonstrating your success:

- How did you meet your objectives?
- How did you measure the results?
- Is there any evidence to support the outcomes?
- Do you have tangible results that you can share?
- Were there any unexpected outcomes?
- What was the ROI? (optional)
- How was the project received by the intended audience?

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.

WRITING YOUR ENTRY

CAMPAIGNS AND COMMUNICATIONS • PROCESS
OUTPUTS AND DELIVERABLES • CULTURE AND PURPOSE

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. 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.

WRITING YOUR ENTRY

BEST INTERNAL COMMUNICATIONS BY SECTOR

The judges want to discover how your organisation's internal communications stand out from your peers and 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 provide an **800 word entry statement.**

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

- A summary of the year's work
- Sector challenges and the strategies implemented in response
- Has the company recently undergone any reputational or internal challenges?
- What are the organisation's areas of strength in internal communications?
- 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:

- Employee satisfaction scores
- Images
- Internal feedback
- Statistics and/or results
- Testimonials
- Video (up to three minutes)

Note: We do not accept video files, so please include links within your entry PDF (with log in details if necessary.) Please ensure there are no expiration dates on video links.

WRITING YOUR ENTRY

ONE TO WATCH
SPECIAL RECOGNITION

This award is presented to an internal communications professional who is forging a great career in internal communications. Entrants will need to have been in their role for fewer than three years. You can recommend a colleague – or enter yourself. Remember, this award is about the individual and judges should understand why they deserve to win.

Please provide an **800 word entry statement.**

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 individual's potential, creativity and skill
- Explain how they have made an impact
- Explain why you/they deserve to be announced as a winner
- Share what you/they would gain from being awarded the 'One to watch' award?
- Share what you/they want to achieve in the future? Personal or career goals?

ACHIEVEMENTS

- Please outline key achievements that will help you/them stand out against their peers. The judges will want to know how you/they have gone about your/their achievements.
- Please share examples of the individual's own initiatives as well as their contributions as part of a team.
- Do they have any outstanding work? Please share any results

SUPPORTING MATERIALS (RECOMMENDED)

- Storyboards
- Feedback (reviews, appraisals, testimonials, customer/colleague feedback. Please note that we may use these comments in the winners' supplement.)
- Evidence to show business impact (survey results, sales figures (%), press releases etc.)
- Photographs, collateral
- Website links

WRITING YOUR ENTRY

INTERNAL COMMUNICATOR OF THE YEAR
SPECIAL RECOGNITION

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, hence judges should understand why they deserve to win.

Please provide an **800 word entry statement.**

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, creativity and skill
- Explain how they have made a real difference through their delivery of internal communications
- 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

Alongside a solid written case for a nomination, supporting materials are recommended.
These could be but are not limited to:

- 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
SPECIAL RECOGNITION

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. Entrants are encouraged to ensure the judges understand the strengths of the leader.

Please provide an **800 word entry statement.**

CONSIDER THE FOLLOWING AREAS IN YOUR SUBMISSION

CONTEXT

- 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

ACHIEVEMENTS

- What has been achieved in the past 18 months?
- Did the team meet/exceed their targets?
- Under their leadership, how did the team improve its stakeholder engagement strategies?
- Did the business leader meet the stakeholder or 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 respectful and supportive work environment?
  - show a strong commitment to innovation and team development?
- Is the business leader actively involved in any mentoring (formal or informal) and development of others?
- How do they inspire those they work with?

WRITING YOUR ENTRY

INTERNAL COMMUNICATIONS TEAM OF THE YEAR

SPECIAL RECOGNITION

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.

Please provide an **800 word entry statement.**

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. All results must be supported by evidence.

- 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 the team's achievement fits with the 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

FAQs

What is the time frame for eligible work?
Can I enter work from last year?
Any organisation can enter the Internal Communications and Engagement Awards providing the strategy or execution was developed, launched or carried out between July 2025 and January 2027. Please refer to the eligibility and rules section on the Internal Communications and Engagement Awards website for more details and specific dates.

Can I enter more than one category? If so, do I need to submit more than one PDF?
There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

I'm not sure which category to enter. How shall I decide?
If you are struggling to categorise your project, reach out to: Harry at harry.spicer@communicatemagazine.com or call +44 (020) 3950 5356

Is it ok if the word count is exceeded?
The word count is set as a guide, and exceeding it slightly will not be penalised. However, considering the volume of materials read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

How can I ensure that budgets disclosed on the entry will remain confidential?
Don't worry – as long as you clearly mark the entry, where relevant, letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

How should I include my supporting materials?
All supporting materials should be included within the document. Please hyperlink your videos in your PDF entry, rather than embedding the video. Embedded videos can often increase the size of your entry above the 10MB, 20 pages limit. Besides the supporting materials included within your entry, no other separate materials are required.

Can I only include images in the supporting materials section?
Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

FAQs

On the 'Enter now' section of the website, what is the difference between the fields 'company' and 'entering company'?
Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

Can previous entries be sent to potential entrants?
As per our rules section on the Internal Communications and Engagement Awards website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

Is there a cost to enter?
Yes. Rates are available on the Fees and Payments page on the Internal Communications and Engagement Awards website. There are also discount rates available for charities and an early entry discount for those who enter before a certain date.

Why won't my entry send?
Please ensure that the document format is PDF. If you are receiving an error message telling you that supporting materials are required, you have exceeded the 10MB size limit. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (020) 3950 5356.

How do I pay for my entries?
After you submit your entry, you will be prompted to pay online in GBP. If an alternative payment method is preferred, please contact our office on +44 (020) 3950 5356, where one of our team can explain other payment options.

Want to enter more entries at a later date, how do I get the reduced entry cost?
Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (020) 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

Can't find the answer to your question?
For further information or help with your entry, email: Harry at harry.spicer@communicatemagazine.com or call our office on +44 (020) 3950 5356

CRAVENHILL PUBLISHING

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 exisiting portfolio are shown below.

AI COMMS AWARDS

The AI Comms Awards programme celebrates excellence, creativity and responsibility in the field of AI. From internal comms to crisis management and reputation building, AI is transforming the way organisations engage audiences and measure impact.

corporate content awards

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

CORPORATE ENGAGEMENT AWARDS

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

Corporate & Financial Awards

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

DATA COMMS AWARDS

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

DIGITAL IMPACT AWARDS

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

EBMA Employer Brand Management Awards

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.

ICE INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

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

LENS AWARDS

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

For more information on entering or sponsoring, contact George at george.ramsay@communicatemagazine.com

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Good luck!