



2017 IABC/TORONTO OVATION AWARDS

Call for Entries

Toronto

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STEPS TO ENTERING

1. Choose your [division and category](#)
2. [Prepare your work plan](#)
3. Gather your [work samples](#) and [supporting material](#)
4. Submit your entries online at the OVATION online submission site (available January 9, 2017).

ADDITIONAL RESOURCES

- Read the [FAQs](#)
- Visit the [OVATION Award page](#).
- Watch the webinar (coming in February).
- Read [previous OVATION entries](#). (Free for members. Non-members, please call IABC/Toronto at 416-968-0264 to purchase for \$40 plus HST)

Questions?

Call: 416-968-0264 or
email toronto-info@iabc.to

ELIGIBILITY & TIME FRAME

IABC/Toronto's OVATION Awards are open to all Greater Toronto Area communications practitioners, including non-members. Each submission must have been planned, produced and completed within a period of three years prior to submission.

An entry that has been previously entered in the OVATION Awards program, and has not already won an OVATION Award in the category being entered in the last three years of the OVATION program, can be re-submitted as long as the work was produced and measured between January 1, 2014 and the date of submission.

You may submit as many different entries as you wish. Each entry must meet the requirements of the selected category. The same program/project can be entered into several categories **as long as each entry is tailored to the specific category criteria**. Each entry must be submitted separately. Entry fees apply for each entry.

Note: The same project may not be submitted more than once (i.e., by different individuals) in the same category.

FEES & DEADLINES (ALL DEADLINES 11:59 P.M. EST)

Early Bird: Thursday, February 2, 2017

On-time: Thursday, February 16, 2017

Last minute: Thursday, March 2, 2017

Entrant	Early-Bird deadline February 2, 2017	On-time deadline February 16, 2017	Last-minute deadline March 2, 2017
Member*			
• Regular/Student	\$115.04 + HST = \$130	\$146.02 + HST = \$165	\$176.11 + HST = \$199
• Employed by a non-profit or charitable organization**	\$97.35 + HST = \$110	\$97.35 + HST = \$110	\$97.35 + HST = \$110
Non-member	\$141.59 + HST = \$160	\$172.57 + HST = \$195	\$203.54 + HST = \$230

* Member must be a key contributor to the project submitted.

** Member must be employed by a not-for-profit, non-profit or charitable organization (excludes government agencies, public sector organizations and industry associations). Agencies or consultants entering a project implemented for a not-for-profit, non-profit or charitable organization client do not qualify for this reduced rate.

DIVISIONS AND CATEGORIES

There are 17 categories that are grouped into two divisions:

- [Division 1: Communication Management](#)
- [Division 2: Communication Skills](#)

Review the categories carefully before making your selection. Selecting the right category is a key to success. Please make sure you state the correct category and division on your work plan and on the online entry form.

DIVISION 1: COMMUNICATION MANAGEMENT

This division includes projects, programs and campaigns defined by a communication plan. Entries in these categories might include a combination of communication materials OR focus on a single communication initiative within a larger campaign. In the work plan, entrants must demonstrate how their project applied a full range of planning and management skills, and address how the entry relates to and affects the organization's overall business strategies.

1. Community Relations
2. Government Relations
3. International Communications
4. Media Relations
 - a. budget up to \$50K
 - b. budget greater than \$50K up to \$100K
 - c. budget greater than \$100K
5. Multi-audience Communications
6. Marketing Communications
 - a. budget up to \$50K
 - b. budget greater than \$50K up to \$100K
 - c. budget greater than \$100K
7. Special Events
 - a. budget up to \$50K
 - b. budget greater than \$50K up to \$100K
 - c. budget greater than \$100K
8. Issues Management and Crisis Communication
9. Employee, Member or Human Resources/Benefits Communication
10. Brand Communication
11. Social Responsibility including Economic, Societal and Environmental Development
12. Electronic, Digital and Interactive Communications
13. Social Media

Category 1: Community Relations

Programs targeted at community audiences of any kind, and created by not-for-profit and volunteer organizations.

Category 2: Government Relations

Programs targeted at government bodies and government agencies or at internal stakeholders who play a role in or otherwise impact government relations.

Category 3: International Communications

This category is for programs targeted at international audiences, including multinational consumers and international organizations and programs undertaken by multinational bodies.

Category 4: Media Relations

Programs focusing on the media as the main channel used to reach target audiences. Use of a standardized media measurement system, such as Media Relations Rating Points (MRP) may be used as evidence of media campaign metrics but should not serve as your sole measurement.

- 4a. Media Relations with budget up to \$50K
- 4b. Media Relations with budget > \$50K up to \$100K
- 4c. Media Relations with budget > \$100K

IMPORTANT: Please state 4a, 4b, or 4c on the work plan and on the online entry form.

Category 5: Multi-audience Communications

This category is for programs targeted at more than one internal and/or external audience.

Category 6: Marketing Communications

Programs that include integrated strategies aimed at marketing products and/or services to an external audience. Examples include: campaigns that incorporate marketing, communications, social media and media relations.

- 6a. Marketing Communications with budget up to \$50K
- 6b. Marketing Communications with budget > \$50K up to \$100K
- 6c. Marketing Communications with budget > \$100K

IMPORTANT: Please state 6a, 6b, or 6c on the work plan and on the online entry form.

Category 7: Special Events

Any event marking a significant occasion that supports the goals of the organization, including entries developed and implemented using major events as the pivotal communications tool. Examples include: large fundraisers, cause-related marketing events, official opening, product launch, road show, conference, customer event, employee appreciation event and sponsorship events.

- 7a. Special events with budget up to \$50K
- 7b. Special events with budget > \$50K up to \$100K
- 7c. Special events with budget > \$100K

IMPORTANT: Please state 7a, 7b, or 7c on the work plan and on the online entry form.

Category 8: Issues Management and Crisis Communication

Programs whose objectives, strategies and tactics address trends, issues and/or stakeholder attitudes that may have a significant positive or negative impact on the organization. Examples include programs or projects surrounding issues such as labour relations, mergers/acquisitions, crisis, change management, environment or public policy.

Category 9: Employee, Member or Human Resources/ Benefits Communication

Targeted primarily to internal employee or member audiences, entries in this category should be programs that create awareness and influence opinion and/or behavioural change, or focus on management communication, ethics, morale, internal culture or change management. Examples include any type of internal communications program, project or campaign (employee benefits, health and welfare, compensation), or member/employee recruitment or retention campaigns.

Category 10: Brand Communication

This category includes strategies for new brands and for repositioning existing brands. Winners in this category demonstrate the research used to shape brand changes. Examples include: brand architectures, changes to corporate identities and design solutions that address the challenges of brand communication.

Category 11: Social Responsibility includes Economic, Societal & Environmental Development

A social responsibility topic that demonstrates efforts by you, your client and/or your employer to build community, public awareness and potentially influence change in one or more areas of health and welfare, sustainable environmental development, literacy, economic revitalization or cause-related issues in areas such as education, cultural preservation, poverty reduction and/or other societal benefits. Programs should be designed to raise awareness and drive support where the primary objective is to address and enhance the long-term well-being of one or more communities.

Category 12: Electronic, Digital and Interactive Communications

Computer-based communication projects produced for internal or external audiences that use electronic production and/or delivery tools for one or two-way communication. Examples include electronic newsletters, electronic annual reports, websites, intranet/internet sites and podcasts.

Category 13: Social Media

These programs encompass a fast-evolving range of social media tools and techniques that allow individuals and groups to collaborate and share knowledge and experiences online. They can be distinguished by a heightened desire to engage a public (internal or external) in conversation, as opposed to one-way broadcasting. Tools and techniques include (but are not limited to) Web 2.0 conversation-enabled publishing platforms

(blogs, webinars, etc.), social networks (Facebook, LinkedIn, Twitter, etc.), democratized content networks (wikis, message boards, etc.), content-sharing sites (YouTube, Flickr, Pinterest, etc.).

DIVISION 2: COMMUNICATION SKILLS

The communication skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results.

Note: An individual communication product may also be entered as part of an overall program in the Communication Management Division.

14. Digital Content
15. Audio-Visual
16. Publications
17. Writing

Category 14: Digital Content

Computer-based communication vehicles defined as the end product that are produced for internal or external audiences and rely on a digital communication channel for delivery. Electronic and interactive communication channels such as websites, intranets, online stores, blogs, podcasts, social networks such as LinkedIn and Facebook, democratized content networks such as wikis and message boards, micro-blogging sites such as Twitter, content-sharing sites such as YouTube and Flickr, and virtual networking platforms. May also include electronic newsletters, electronic annual reports, special publications, CDs or DVDs, e-cards, banner ads, buttons, pop-ups and similar material. Generally one-way communication that offers published content online.

Category 15: Audio/Visual

Communication vehicles produced using sound, images, video, film, slides, CDs or a combination of these elements. May include video, audio, PowerPoint or other presentations, and films. Does not include advertising commercials

Category 16: Publications

Publications produced for internal or external audiences in all formats, including hard copy and electronic. May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, e-newsletters and similar material

Category 17: Writing

Encompasses original material written for a particular communications project, such as personality profiles, recurring features or columns; other features, editorials and advertorials; original writing of news stories, news articles, news releases or interpretive/expository articles, marketing and sales promotion materials, speeches, scripts, writing for online distribution and technical writing.

JUDGING AND SCORING DETAILS

Senior communications practitioners are recruited to serve as judges. A minimum of two judges use IABC Gold Quill criteria and score sheets to evaluate each entry:

- Communication Management – [Midas Touch Guide](#) & [score sheet](#)
- Communication Skills – [Midas Touch Guide](#) & [score sheet](#)

Winning entries must meet clearly stated objectives, show originality and demonstrate results based on measured outcomes.

Judges score both your work plan/online entry form (for Communication Skills) and your work sample.

- For Communication Management entries, the work plan and work sample are each worth 50% of the score.
- For Communication Skills entries, final scores are based one-third on the strategic alignment, one-third on professional standards of execution for the category and one-third on creativity, resourcefulness or innovation.

There are two levels of OVATION Awards: an Award of Excellence and an Award of Merit. The level of award depends on your total score.

- A total score of 5.25 to 5.74 is required to win an Award of Merit.
- A final score of 5.75 to 7 is required to win an Award of Excellence.

AWARDS OF DISTINCTION

These six awards celebrate exceptional OVATION winners. For each OVATION Award of Excellence won, a winner receives three points, and for each Award of Merit won, the winner receives one point. The entrant with the highest point total in its Awards of Distinction category wins the award. In the event of a tie, the total scores of each OVATION entry will be calculated and the entrant/organization with the highest average will be the winner.

All entrants are considered for one of the following Awards of Distinction:

- Boutique Agency of the Year (Five or fewer employees)
- Small Agency of the Year (Six to 20 employees)
- Mid-Size Agency of the Year (21 to 50 employees)
- Large Agency of the Year (51 or more employees)
- Corporate Communication Department of the Year
- Not-for-Profit Communication Department of the Year

WINNERS' RECOGNITION

Winners of an Award of Excellence will receive a one-of-a-kind OVATION statue, hand-crafted in glass by a Canadian artist. Winners of an Award of Merit will receive a decorative plaque.

All OVATION winners will be recognized at the 2017 OVATION Awards Ceremony and have their winning entry (or entries) included in IABC/Toronto's 2017 *OVATION Awards Winning Entries Booklet* (with entrant's permission).

In addition, winners will be included in marketing materials (news release, etc.), acknowledged through social media channels (Facebook, LinkedIn, Twitter) and will also have permission to use IABC/Toronto's official 2017 OVATION Award winning logo in their print and online marketing materials.

All 2017 OVATION Award of Excellence winners will be eligible to win **The People's Choice Award**. There is no additional entry fee required for this award. The People's Choice Award winner will be announced at the 2017 OVATION Awards Ceremony.

There is no limit to the number of awards that can be presented in each category. Entries do not compete against each other; rather, the individual entry is judged against an established score card.

NOTIFICATION OF WINNERS AND AWARDS CEREMONY

- **Mid April 2017:** All 2017 OVATION award entrants will receive a one-page evaluation with scores and brief comments from our judges for each entry submitted. The email will be sent to the person and email address listed as the main contact on the OVATION Awards online entry system. It is the responsibility of the entrant to follow up with the IABC/Toronto office toronto-info@iabc.to if results have not been received by mid April.
- **May 31, 2017, Arcadian Court, Toronto:** IABC/Toronto OVATION Awards Ceremony. Winners of the People's Choice Award and other awards will be announced. Winners will be posted on the website toronto.iabc.com following the ceremony.

PREPARE YOUR WORK PLAN

- [Division 1 - Communication Management](#)
- [Division 2 - Communication Skills](#)

DIVISION 1 - COMMUNICATION MANAGEMENT

A winning entry requires careful preparation of your work plan and supporting materials. Make sure to allow yourself adequate time to prepare before going online to submit.

The work plan is an executive summary of your communication strategy. It can be four (4) pages maximum and have a minimum font size of 10 pt. on an 8.5" x 11" page layout. Edit your plan to make it clear and concise. Bullets, tables and lists might help you with saving space.

The work plan must include the following six (6) project subheadings listed at the top of the plan and not on a separate page:

1. **ENTRANT'S NAME** - Provide only one name. This must be the person who was principally responsible for the development, management and execution of the entry. The entrant's name on the online entry form must match the name on the work plan. Failure to comply with this requirement may result in disqualification.
Please note: Suppliers or partners who contributed significantly to an entry should be acknowledged when winners provide additional names for recognition (e.g., photographers, graphic designers, etc.). Failure to acknowledge key contributions is grounds for disqualification.
2. **ORGANIZATION NAME** - The name of the organization the entrant represented while the project was being implemented. If this was a collaborative project, multiple organization names may be included.
3. **DIVISION/CATEGORY** - The selected division and category that accurately reflect the work being entered.
4. **TITLE OF ENTRY** - A title that effectively represents the work being entered.
5. **TIME PERIOD OF PROJECT** - Only work produced and measured between January 1, 2014 and the submission date, that has not already won an OVATION Award in the category being entered, can be considered. If the entry is a multi-year campaign/program, only the materials related to the measurable (and/or achieved) results documented for this time period will be considered. An entry may be re-submitted if it meets the proper time period noted above and was not a winner in the same category in the last three years of the OVATION program.
6. **ENTRY SUMMARY (MAXIMUM 100 WORDS)** - Please describe your entry (what, who, where, when and project results) in a 100-word summary (not including entry title).

If you win an OVATION Award of Excellence, this description may be used for the People's Choice vote. If you don't want to take part, please include a 100-word summary, and indicate "no" for participating in the People's Choice Award. Any entry with a summary over 100 words will be disqualified from the People's Choice voting process. The summary may also be used at the OVATION Awards Ceremony and in communications.

If you're entering the same program or elements of the program in multiple categories, be sure to tailor your work plan so it fits each category. In addition to the six (6) project subheadings listed above, all work plans should:

- Describe the context for your program or project.
 - Clearly state the communication challenge or opportunity.
 - Provide an analysis of your target audiences.
 - Demonstrate high-level goals and measurable objectives stated as outputs or outcomes.
 - Provide insight into your strategic approach.
 - Highlight your budget.
 - Provide an abbreviated tactical execution plan.
 - Discuss any challenges that you faced during planning and execution and demonstrate collaboration with stakeholders, if appropriate.
 - Provide measurable, meaningful results that are aligned with your stated objectives and audience and business needs.
 - Ensure your work plan references your work sample and assists the evaluators in navigating through your entry and finding the examples that best illustrate your work.
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DIVISION 2 - COMMUNICATION SKILLS

You do not need to complete a detailed work plan for the Communication Skills division. Instead, you will need to provide the following information on the online award submission website and submit your work sample only.

Note: you have 800 characters, including spaces, for each question.

1. Describe the organization. Why was this project undertaken?
2. Who was the audience(s) for this project? What do you know about the audience(s)?
3. List up to three key measurable objectives for the project. How well did the project meet the objectives?
4. List up to three key messages for the project.
5. Describe the resources (budget, time, others) available for the project and how effectively they were managed.

WORK SAMPLES

The work sample (required for both divisions) is the supporting material that illustrates how you planned and implemented your communication program. It can include video and audio files, word documents, PDFs, magazines, brochures and website links. Your work sample should represent the full scope of your work — evaluators are looking for actual, real examples of the work you did. However, bear in mind that evaluators have limited time to review your submission. A well-organized work sample that demonstrates the very best of your efforts will score higher than an overwhelming number of items that evaluators can't sort through. Organize and condense your work sample to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.

- All work samples must be submitted in low resolution and should be in commonly used programs (e.g., Word, Excel, PowerPoint, JPEG, QuickTime, Windows Media or PDF).
- Hard copy work samples will not be accepted.
- You can submit up to five work samples, 2 MB each. Each work sample must be clearly labeled. Judges need to be able to quickly locate each sample when reviewing your entry.
- Submit all work samples such as photos, videos etc. in low resolution.
- Links to video/audio files are preferable to file uploads.
- For intranets or "limited, secured access" sites, provide instructions on how to register for the site, along with an account name and/or password.

Note: Because of time pressures, judges are required to watch only one minute of video. Be sure to include all-important details in the opening (first 60 seconds).

SUPPORTING MATERIALS

You will also need:

- Letter of permission from the client (where applicable)

Submitting an entry for work done on behalf of a client or organization other than the entrant's requires written approval from the organization or client prior to submission. If the person who did the work or played a key role on the project team is no longer with the organization or agency, the submission should include written approval from him or her. Permission can be in Word, PDF or JPEG format.

- High-resolution company logo (JPEG).
- Your company logo and one client logo, if applicable.
- Photos - two photos/images that reflect your submission.

FREQUENTLY ASKED QUESTIONS

What will disqualify entries?

- Entries are not submitted and paid for by the entry deadline
- Entry is submitted in wrong division or category.
- Entry is incomplete or inaccurate.
- Entry is not submitted online.
- Entry Summary exceeds the 100-word limit or is not included.
- Work plan exceeds the page limit, is not clear or does not follow submission guidelines.
- Work plan or work sample is missing or incomplete.
- Work submitted is not your own.
- Failure to acknowledge key creative contributions.
- Letter of permission is missing (if applicable).

We do not want our Work Plan made public. Is there any way to keep this information private?

YES. While entering online, you can choose the option to keep your entry private due to proprietary interests.

Do we have to disclose information regarding the budget?

YES. If you do not provide budget information, you will be penalized in the marking process. Ensure you check the confidentiality box on the online site when submitting your entry. If you cannot provide exact budgets due to proprietary reasons, at minimum please provide an approximate budget.

If I have won in another IABC award program for the same submission, does it mean I will win automatically?

NO. There is no guarantee of winning an OVATION Award. Each entry is judged against the specific category criteria.

Do the judges really pay attention to details such as the permitted font size and the length of the Work Plan?

YES. If you get these details wrong, you will be disqualified.

What happens to the entries after the competition is completed?

All submissions will be deleted by June 30, 2017 by IABC/Toronto. Only those with permission are able to access the secure online management system.

Can I submit my entry in a binder or on a CD/DVD?

NO. Submissions (work plans and work samples) will only be accepted through the online system.

I have several testimonial letters but they mention the name of another awards program. Do I need to get authors to slightly “reword” these letters to mention OVATION Awards?

In your testimonial, you may insert ellipses (...) to acknowledge that the quote is not in full.

Must testimonial letters be signed?

Email testimonials are acceptable provided that they are properly articulated and include the sender’s name, the date, etc. An electronic signature is acceptable.

Which category or division should I enter?

For questions about specific categories and divisions, please email IABC/Toronto’s office at toronto-info@iabc.to.

Are winners able to purchase additional statues and plaques for team members?

YES. Details on purchasing additional awards will be sent to winners as part of the Winner’s Package in April.

How do I pay offline? I would like to pay by cheque.

You may pay at any time throughout the process by clicking on the Pay Now button. If you are paying by cheque, click the Pay Offline box. Send payments to the IABC/Toronto office (address below). Payment must be *received* (not postmarked) in the IABC/Toronto office before the deadline for which you are applying. IABC/Toronto will apply your payment and send you an email confirming your payment. Once you check the Pay Offline box, you can submit your entry/entries. Only entries that have been submitted and paid will be included in the judging process.

Cheques should be mailed to:

ATTN: OVATION Awards
IABC/Toronto
1-189 Queen St E
Toronto ON M5A 1S2

I have become an IABC/Toronto member since I created my entry. Can I change my membership status to take advantage of the IABC member rate?

If you have created an entry and have not paid or submitted it, you can navigate to Entrant and update your membership information. The new rate will be reflected when you pay. If you have already paid and/or submitted your entry, please contact the IABC/Toronto office for information.

IABC/Toronto has done its best to answer every question about entering the OVATION Awards program. If you have additional questions or concerns, please contact: 416-968-0264 or toronto-info@iabc.to.