



OVATION AWARDS 2020

TRAINING FOR OVATION JUDGES

Presenters:
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- Good afternoon
- Thank-you for joining us today and for donating your time, experience and expertise to be a judge this year
- My name is Kimberley Henderson & this year I am volunteering on the IABC/Toronto Board as the VP, Programs. My 9-5 job is here at The Regional Municipality of York where I lead the program communications in the Office of the CAO.
- Co-hosting with me today is my colleague, Jennifer Mitchell, who is our Manager of Corporate Communications and an experienced OVATION judge
- Before we get started, please let me know if you are having any audio problems by typing in the chat box. If your chat box is not working, please text [insert].

• **TRAINING OVERVIEW**

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- The purpose of today's training is to help ensure quality and consistency among all evaluators
- We will also be sharing any changes that you need to be aware of
- We're going to start with an overview of judging, answer your questions closer to the middle of the webinar and then Jen will walk you through a quick demo of AwardForce at the end.
- The demo is for those who are new to judging or previous judges who want a quick refresher.

• EVALUATING

For quality and consistency

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- We're going to provide the basics about the evaluation. All of the details on how to score and comment are already listed in the **evaluation guide** that I linked to in the meeting request.
- While you are evaluating submissions, keep the evaluation guide handy so you can reference it as needed.
- Another good reference is the Top 10 tips for evaluators.

- Evaluation Guide (Division 1: Communications Management)
- Evaluation Guide (Division 2: Communications Skills)

IABC's Six Core Principles

- **Ethics**
- **Consistency**
- **Context**
- **Analysis**
- **Strategy**
- **Engagement**

Source: www.iabc.com/global-standard-2

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- IABC's awards programs are symbols of excellence in strategic communication recognizing smart thinking, flawless execution and proven results.
- The [IABC Global Standard](#) outlines six core principles that serve communication professionals around the world as building blocks of their work.
- We want you to keep these six principles in mind as you judge the submissions to ensure consistency and credibility in the judging -- resulting in building the reputation of the communication profession.

• OVATION Awards: Two Categories •

Communications Management (Category 1)

- Your focus will be on the work plan and samples
- You are evaluating for strategy and how it meets the business objectives

Skills Division (Category 2)

- A moment-in-time entry, not a strategic entry
- You are evaluating for execution

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- And speaking of submissions, there are two categories for OVATIONS: Communications management (Category 1) and Skills Division (Category 2).
For **Communications management (Category 1)**
 - Your focus will be on the work plan and samples -- each worth 50% of the score
 - You'll be evaluating for strategy and how it meets the business objectives
- For **Skills Division (Category 2)**
 - You will be evaluating either a one-off piece, a piece of a bigger program, or even a program that is very tactical – in other words, a moment-in-time entry
 - Final scores are based equally on 1) the strategic alignment, 2) professional standards of execution for the category, and 3) creativity, resourcefulness or innovation.
 - In this category, entrants are asked to complete a form with 6 questions (target audience, KPIs) and you are really just evaluating the work sample against this online form

Judging Teams

- Once partnered you will receive an email to access your assigned entries
- Commit to a timeframe with your partner
- Judge the entries on your own, then discuss & reconcile all scores with your partner
- ~~Scores need to be within 1.5 points for each section~~
- Both partners' comments should align

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- If you are a new judge and feeling a little bit overwhelmed, Good news! You won't be evaluating alone – you'll be part of a team.
- You will receive an email from Danielle Crawford which will tell you who you are partnered with, along with your login info.
- Submissions close on February 28 so you may not receive any entries until then.
- Once you do find out who your partner is, reach out to them & commit to a time frame for reconciling entries.
- You will first evaluate your assigned submissions on your own & then you will discuss and reconcile all your scores with your partner (email, phone, or at our in-person session on Saturday, March 28th)
- ~~As part of the reconciliation, your scores for each of the sections need to be within 1.5 points~~
- ~~It's OK that scores are different but they can't be further off than 1.5 because it will greatly impact the overall score. This is why it's important to be careful and take the time to reconcile.~~
- Both partners' comments should align, and you don't want to say contradictory things. Here are some examples:
 - If you say the objectives are SMART and don't align to business needs -- and judging partner says they could be more SMART and better aligned to business objectives – you need to discuss this and get on the same page.
 - If one partner says the key messages are missing, and the other says they are

great, someone has clearly missed something and you really need to discuss.

Only Evaluate What is Provided

- Submissions evaluated against a rubric
- What you see is what you evaluate
- Don't evaluate based on how you would have delivered the project
- Evaluate based on what is reasonably expected

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- As you'll see in the AwardForce demo later, you will be provided with a scoring rubric
- The rubrics explain what criteria is needed to achieve points.
- You're really evaluating the submissions against the rubric based on what applicants have presented.
- Evaluate based on what you see and try not to read into things the applicant hasn't talked about.
- For example if you are evaluating a submission from an organization that you know provides its communications in English and French, but French is not mentioned in the entry, you can't assume that a French element was forgotten
- The other thing is for you to not bring your perspective on how you would have done the project
- Simply Judge based on what would be reasonably expected.

Scoring Details	
<div><div>Award of Merit</div><div>5.25 to 5.74</div></div>	<div><div>Award of Excellence</div><div>5.75 to 7</div></div>

There are two levels of OVATION Awards: Award of Excellence and 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.

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

Scoring Details
IABC Seven-Point Scale of Excellence

Point	Definition
7	Outstanding: an extraordinary or insightful approach or result
6	Significantly better than average: Demonstrates an innovative, strategic approach, takes all elements into account and delivers significant results
5	Better than average: Demonstrates a strategic approach and aligns the communication solution with the business need to deliver meaningful results
4	Average: Competent approach or results, professionally sound and appropriate
3	Somewhat less than satisfactory: Several key elements that are critical to the strategy or execution are missing, incorrect or underrepresented
2	An inadequate approach or result: A significant number of critical elements are missing
1	Poor: Work that is wrong or inappropriate

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- IABC Award entries are scored using a seven-point global scale of excellence as a guide.
- All entries start with a mark of four, which represents a fully competent approach to communication planning and execution.
- Work is graded up or down, depending on the content.
- Marks of seven or one are very rare.
- Scores of six or seven should be given to truly innovative or resourceful work.

Delivering Feedback


- We all need feedback
- This is a valuable professional development opportunity
- Spend as much time gifting your knowledge and insight as you do reviewing the entry

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- Whether an entrant is new to the communication profession and IABC, or a senior practitioner, we all need feedback from others that will help us improve our work.
- When communicators enter an IABC awards program, specific feedback is particularly important and serves as a valuable professional development opportunity.
- Entrants spend a lot of time on their submissions, so please spend as much time gifting your knowledge and insight to the entrant as you do reviewing the entry.
- I know I shouldn't have to say this, but please make sure your feedback is grammatically correct, written in a positive tone, and without spelling errors.

What you may see...

And what to do...

- No budget (this is OK!) 
- Entered in the wrong category (or multiple)
- Low goals
- No key messages in workplan

Wait, there's more!

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- I'm going to give you eight examples of things that we have seen with past entries and give you some tips about how they can be handled.
- **No budget** - for Division 2. Although entrants may not provide an explicit budget amount because of confidentiality, they should still provide a sense of how they managed resources like production, etc. Entrants should be scored down for omitting a budget or resource discussion.
- **Entered in the wrong category, or entered in multiple categories without adaptations**: Notify me.
- **Low goals**: You can comment that the goal seems low but remember to keep their industry and company size in mind, especially if theirs is on the small side.
- **Key messages not in workplan**: This is where entries often lose points as key messages need to be in the work plan not just the work sample.

You may also see...

- No cohesive story
- TMI – too much information
- Missing metrics
- Missing client letter

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- **No cohesive story:** The work plan and work sample are meant to create a cohesive story. If you aren't seeing this you'll need to grade it accordingly in Section 10 for overall quality of the entry.
- **TMI – Too much information:** Entrants may provide a lot of information – in some cases 50 pages. Although they need to provide a cohesive story they also need to curate what they submit. We value your time as volunteers so don't feel obligated to review all of the 50 pages.
- **Missing client letter:** Agencies/Consultants who are submitting work that they have done on behalf of clients need to submit a letter (or email) from client basically stating that they are OK with the submission being entered. It will sometimes be accidentally included in the work samples section instead of the client letter section. If it is missing entirely, we'll give them 24 hours to provide the missing letter or the entry can't be reviewed.
- **Missing metrics:** An entry can't win if it doesn't have SMART metrics.

• **Only SMART Submissions Win!** •

Specific	Describes a desired outcome
Measurable	Quantified as an output, outtake or outcome
Achievable	Challenging but within the range of influence
Relevant	Contributes to business goals in a meaningful way
Time-framed	Includes a completion date, if appropriate

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- And speaking of SMART metrics...I wanted to emphasize that the only submissions that win are the SMART ones!
- The SMART formula can help you determine whether the objectives are sound
- And while this process is not the only way to evaluate the strength of objectives, it is a good guideline.

Objectives

- **Output-based:** measure volume or increases against media vehicles and communication channels
- **Outcome-based:** measure what the audience will gain

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As we said in the SMART slide...

- Winning entries should include both **output-based and outcome-based objectives**.
- *Output-based objectives* measure volume or increases against media vehicles and communication channels like website visits, articles distributed, ads produced, meetings held, content analysis, blog posts, tweets, or downloads.
- *Outcome-based objectives* measure what the audience will gain by way of awareness, understanding, recall, different perceptions, and quantifiable change in attitudes, opinions and behaviors.

Disqualification

Submissions will be disqualified if:

- Ethical standards not met
- Work plan exceeds four pages
- Entry doesn't support work samples
- Work isn't completed within the time required (three years prior to Dec 31, 2019)

Provide a detailed explanation if disqualified.

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Submissions will be disqualified if:

- The work doesn't meet ethical standards
- Work plan exceeds four pages
- The entry doesn't support work samples
- Work isn't completed between Jan 1, 2017 to Dec 31, 2019

If a submission is disqualified, we will need to go back to entrant to let them know why so please provide a detailed explanation.

Any questions?

Type them in the chat box

If you have a question after today...

Toronto-Programs@iabc.to

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- Any questions?
- That's the end of the Q&A. If you judged OVATIONS last year, you can stay on if you want a quick refresher or choose to tune out now.
- However, I'd like the new judges to stay tuned as Jen gives you a quick walkthrough of the AwardForce tool.

• **AWARDFORCE DEMO**