



# AWARD RECIPIENTS

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We are so grateful for the support of our partners, who are committed to enhancing the positioning of the OVATION Awards while building a strong community of communicators in the GTA. Together, we are creating values to fulfill our mission and celebrate communication of excellence!



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# About the IABC/Toronto OVATION Awards

**FOR 38 YEARS, THE TORONTO CHAPTER** of the International Association of Business Communicators (IABC/Toronto) has celebrated professionals for their talent and creative brilliance through the prestigious OVATION Awards program.

The program offers award categories relevant to corporate communications, public relations, marketing professionals, event planners, writers, graphic designers, videographers and photographers.

With close to 170 entries submitted this year from IABC members and non-members across various industries, we are proud to celebrate the award winners whose work was evaluated against the **Global Standard** of the communications profession using **IABC's Global Seven-Point Scale of Excellence**.

- Award of Merit: Entries that scored between 5.25 to 5.74
- Award of Excellence: Entries that scored between 5.75 to 7

## **Six Awards of Distinction are designed to celebrate exceptional IABC/Toronto OVATION Award winners:**

- For each Award of Excellence won, a winner receives three (3) points
- For each Award of Merit won, the winner receives one (1) point

### **Award of Distinction categories:**

- 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

The entrant with the highest point total in its Awards of Distinction category wins the award. The IABC/Toronto OVATION Awards are open to all Greater Toronto Area communications professionals, including non-members. Each submission must have been planned, produced and completed within a period of three years prior to December 31, 2022.

# Best of the Best Judges Choice Award

Highly recommended by OVATION Award judges and reviewed by a panel of accredited international IABC judges, this winner represents the very best OVATION Award entry seen in the Greater Toronto Area.

## The IABC/Toronto 2022 Best of the Best Judges' Choice Award was presented to



### Strategic Objectives

The Professional Women's Hockey Players Association:  
#StickInTheGround



# Awards of Distinction

Each year, six **Awards of Distinction** celebrate exceptional IABC/Toronto OVATION Award winners.

The IABC/Toronto OVATION Awards of Distinction are based on the number of winning entries per organization and a 'points system.' Each Award of Excellence earns three (3) points and each Award of Merit earns one (1) point. Companies in each category with the highest point total win. In the event of a tie, the winner is decided by the median score of the Excellence Awards.

## **2023 Boutique Agency of the Year** *(Five or fewer employees)*

**Advantis Communications**



## **2023 Small Agency of the Year** *(Six to Twenty employees)*

**LABOUR**



## **2023 Midsize Agency of the Year** *(Twenty One to Fifty employees)*

**Strategic Objectives**



# Awards of Distinction (cont'd)

**2023 Large Agency of the Year**  
*(Fifty one or more employees)*

**Edelman Canada**



**2023 Corporate Communication Department of the Year**

**The Regional Municipality of York**



**2023 Non Profit Communication Department of the Year**

**National Payroll Institute**



# Bobbie Resnick Student of the Year

The **IABC/Toronto Bobbie Resnick Student of the Year Award** is named in honour of one of the founders of IABC, Bobbie Resnick, as a tribute to her many years of service as a volunteer and mentor. IABC/Toronto offers this award to students to help accelerate their careers and support the next generation of communications professionals.

Each year, IABC/Toronto recognizes a student member who exhibits leadership and excellence in communications through creative approaches, strong writing skills and passion in both their academic and volunteer projects.

## Bobbie Resnick Student of the Year Award

**Haysi Vale**



Haysi Vale is a Public Relations student at Humber College, Directing Manager of the IABC/Toronto Student Communicators Circle (SCC) and Student Ambassador for Humber College. She enjoys volunteering her expertise in event planning and has been instrumental in leading two events at Humber College, The Krampus Ball and Rockers Without Borders as well as monthly SCC networking events. Haysi is also an active member of the IABC/Toronto 2023 OVATION Awards Volunteer Committee.





# Award of Excellence & Award of Merit Winners

## Division 1: Communication Management

This division covers projects, programs and campaigns that are guided by a communication strategy. Entries to this division can be submitted by any type of organization, from governments to retail companies to services such as utilities and health care. Entrants must demonstrate how their project applied a full range of planning and management skills, including research, analysis, strategy, tactical implementation and evaluation.

## Internal Communication

### Award of Excellence

**The Regional Municipality of York**

York@Work



### Award of Merit

**National Payroll Institute**

Portraits of Payroll



# Change Communication

## Award of Excellence

**Toronto Metropolitan University**

The Next Chapter – Naming Toronto Metropolitan University.



# Marketing, Advertising & Brand Communication

## Award of Excellence

**Zeno Group Canada**

Barilla Presents Imagine the Pastabilities with Orzo



**Zeno Group Canada**

SiriusXM Music Town



**National Payroll Institute**

Small Business – Payroll Checkups



**Edelman**

Dove Keep the Grey



**Craft Public Relations**

Tim Hortons: The Launch of Biebs Brew



**APEX Public Relations**

DoorDash Courageous Conversations



**Craft Public Relations**

The Launch of Ghost Pepper Nuggets in Canada



**Edelman**

Dove Self-Esteem Project: Detox Your Feed



**Edelman**

Dove Men+Care Sponsorship for Sportsmanship



**Award of Merit**

**Paradigm**

IBC Cyber Savvy Campaign



**Edery & Lord Communications**

Canadian Lung Association “Lungs in the Air”



**The PR Department**

Al’Fez Flavour of the Souks in Your Kitchen



# Media Relations

## Award of Excellence

### **The Regional Municipality of York:**

Media Event for Canada's Wonderland Drive-Thru Vaccine Clinic



## Award of Merit

### **University of Toronto, Faculty of Arts & Science**

Rising star: U of T astronomer's out-of-this-world research



# Media Relations (Budget up to \$50,000)

## Award of Merit

### **BlueSky Communications**

Candido Consulting Group + The Future of Work



### **Strategic Objectives**

Marcelle 10% Vitamin C + Probiotic Serum Launch



### **Swerve Public Relations**

Mattel Introduces Bruno the Brake Car, First Autistic Character in Iconic Thomas & Friends Franchise



**LABOUR**

WeRPN The State of Nursing in Ontario



**Media Relations  
(Budget of more than \$50,000  
& up to \$100,000)**

**Award of Merit**

**Kaiser & Partners**

Institutional Investor Awareness Campaign



**National Payroll Institute**

Financial Literacy



**Craft Public Relations**

DEI Thought Leadership



**BlueSky Communications**

Canadian Ophthalmological Society – Public Relations



**Canadian Ophthalmological Society – Public Relations**

1924 Brand Launch



# Media Relations (Budget more than \$100,000)

## Award of Excellence

### Strategic Objectives

A&W – Burgers to Beat MS



### Strategic Objectives

The Canadian Centre to End Human Trafficking; You Are Loved



### Strategic Objectives

Maple Leaf Foods: “Little Changes, Big Impact”



## Award of Merit

### Kaiser & Partners

Mental Health Index



### Ketchum

Wendy’s Canada Breakfast Launch



# Community Relations

## Award of Excellence

**National Payroll Institute**

Portraits of Payroll



## Award of Merit

**Sheridan College**

Co-creating a community charter for international student success



**National Payroll Institute**

Financial Literacy



**National Payroll Institute**

Payroll Checkups



**RTOERO**

2022 Vibrant Voices advocacy for Canadian seniors



# Government Communication Programs

## Award of Excellence

### **Argyle:**

Argyle leads communication for Marine Protected Area Network to protect BC's Northern Shelf



# COVID-19 Response & Recovery Management & Communication

## Award of Merit

### **The Regional Municipality of York:**

York Region COVID-19 Voluntary Isolation Centre



### **LABOUR:**

WeRPN The State of Nursing in Ontario





# Corporate Social Responsibility

## Award of Excellence

### Strategic Objectives:

A&W – Burgers to Beat MS



## Award of Merit

### Strategic Objectives:

Maple Leaf Foods: “Little Changes, Big Impact”



### Craft Public Relations:

Sharing Halal



# Non-profit Campaigns

## Award of Merit

### Strategic Objectives:

The Canadian Centre to End Human Trafficking: You Are Loved



### National Payroll Institute:

Portraits of Payroll



### National Payroll Institute:

Small Business – Payroll Checkups



**Ederly & Lord Communications:**

Canadian Lung Association “Lungs in the Air”



## Inclusivity, Diversity, Equity & Accessibility (IDEA)

### Marketing Communication

**Award of Excellence**

**National Payroll Institute**

Financial Literacy



**Award of Merit**

**Strategic Objectives**

Marcelle 10% Vitamin C + Probiotic Serum Launch



**National Payroll Institute**

Small Business – Payroll Checkups



## Reconciliation

**Award of Merit**

**Veritas Communications:**

4000 Cover Stories



Division 3:  
Communication, Training & Education

## Communication, Training and Education

### **RTOERO**

Marketing & Communications Committee Liaison Zoom Sessions



Division 4:  
Communication Skills

## Special and Experiential Events

### Award of Excellence

**Craft Public Relations**

Serenity with Bearaby Event



**Citizen Relations**

Hop Valley Smash for a Bubble Stash



**Canadian Tire Corporation**

The Canadian Tire Christmas Trail



**Sheridan College**

International Student Summit



**Strategic Objectives**

#KiaSustainableStyle Event



**LABOUR**

1924 Brand Launch



**Craft Public Relations**

Nintendo Switch 'Summer of Sports' Event



# Digital Communication & Communication for the Web

## Award of Merit

**University of Toronto**

The Daily Update



**National Payroll Institute**

Small Business – Payroll Checkups



**RTOERO**

Vibrant Voices Advocacy Webinar Series 2022



**Royal Bank of Canada**

RBCnet Rethink 1.0 – a revolution in employee experience



# Audio/ Visual

## Award of Excellence

### Strategic Objectives

The Professional Women's Hockey Players Association: #StickInTheGround



### University of Toronto

Joe's Basketball Diaries



## Award of Merit

### York University

York University's 2022 President's Welcome Back Video



### Craft Public Relations

The Launch of Pokéman Scarlet and Pokéman Violet



### The Regional Municipality of York

York Region's 2022 Remembrance Day Services



### Advantis Communications

Hey Markham, Vote Online Now!



### Paradigm

IBC Cyber Savvy Campaign



# Social Media

## Award of Excellence

### Craft Public Relations

Tim Hortons: ValenTims



### University of Toronto, Faculty of Arts & Science

Arts & Science College Reels



## Award of Merit

### University of Toronto

UTSC Convocation Street Fashion Video



### Craft Public Relations

Moosehead Lager: Beer With Your Name On It



### Strategic Objectives

The Professional Women's Hockey Players Association: #StickInTheGround



### Strategic Objectives

50 Years of Watier



### Strategic Objectives

#KiaSustainableStyle Event



# Publications

## Award of Excellence

### **The Regional Municipality of York**

2022 International Women's Day Magazine – Celebrating the Women of York Region



### **York Region Rapid Transit Corporation**

Transforming connections together – 2021 annual report



## Award of Merit

### **University of Toronto**

University of Toronto Magazine, Spring 2022



### **National Payroll Institute**

Small Business – Payroll Checkups



### **York University**

2022 President's Annual Report: Driving Positive Change





# Writing

## Award of Excellence

### University of Toronto

A Student Hero Earns Red Cross Award



### National Payroll Institute

Portraits of Payroll



## Award of Merit

### The Ideas Collective

Montréal Exchange Asia Extended Hours Thought Leadership



### University of Toronto

COVID-19: Demonstrating U of T's Research Impact



### University of Toronto

Resilience: Supporting Students Mental Health during COVID-19



### University of Toronto

GLUE Urban Evolution



# List of Judges

- Adrienne Jackson, ABC
- Amanda Mills Sirois, ABC
- Amber Daugherty
- Analisa Allen
- Anjali Rego
- Anna Relyea
- Arlene Amitirigala
- Brenda Grob
- Brent Carey, ABC
- Caitlin Reid
- Catherine Schlender
- Chantelle Cabral, SCMP
- Cheryl Fletcher
- Christine Szustaczek
- Cyrus Mavalwala, ABC, Master Communicator
- Dale Albers, ABC
- Daniele Dufour
- Dennie Theodore, APR
- Diane Bellissimo
- Fabrice de Dongo
- Gary Schlee
- Heather Osler
- Heather West
- Ivana Di Millo
- Jacqueline Janelle
- Janet Wile, ABC, APR, Master Communicator
- Jennifer Bell
- Jennifer Mitchell
- Jennifer Stein
- John Cappelletti , ABC
- Judy Dobbs
- Karen Hegmann
- Karen Madho, CMP
- Kathleen Sandusky
- Kathryn Boland
- Lianne Barone
- Lindsay Grillet
- Lindsay Mattick
- Mandy Gibson
- Mandy Silverberg
- Marie Fitzpatrick, ABC
- Maryjane Martin, APR, Certified Change Management Practitioner and CPRS Fellow
- Maureen Healey, ABC
- Meeta Gandhi
- Meline Beach
- Nathalie Noel
- Nevasha Naidoo, APR Candidate 2022
- Nicole Court
- Pat Clement
- Paulette Den Elzen
- Priya Bates, SCMP, ABC, Master Communicator, IABC Fellow
- Rawle Borel Jr, CSEP
- Robyn Adelson
- Sarah Robertson, ABC, Prosci
- Sarah Roger, CMP
- Satish Sarangarajan
- Scott Armstrong
- Scott Tabachnick
- Sharon Bray,
- Sharon Ferriss, ABC
- Sharon Wilks, ABC
- Stefanie Martin, CMP
- Stephanie Baxter
- Stephanie Campeau
- Sudha Hemmad
- Sue Horner
- Suzanna Cohen, ABC
- Sylvia Link, ABC, APR, Master Communicator, CAE (Certified Association Executive)
- Victoria Fulford
- Yasmine Khalil, MBA

# 2022/ 2023 Board of Directors



*Michael Blackburn*  
President



*Mandy Gibson SCMP*  
Immediate Past  
President



*Chantelle Cabral*  
Executive Vice  
President



*John Cappelletti*  
Vice President,  
Finance



*Stephanie Thornbury, ABC*  
Vice President, OVATION  
Awards



*Amie Silverwood*  
Vice President, Programs



*Irene Alifanova*  
Vice President, Volunteers



*Felicia Empey*  
Vice President, Member Experience



*Chris Lee*  
Vice President,  
Strategic Partnerships



*Jaqueline Janelle, MBA*  
Vice President, Data  
Analytics and Brand  
Management



*Karen Traboulay, ABC*  
Vice President, Professional  
Development Events and  
Networking



*Matisse Hamel-Nelis*  
Vice President,  
Communications and  
Digital Media



*Jacqui DeBique*  
Vice President, Special  
Interest Groups



*Krysta Henry*  
Vice President, IDEA  
(Inclusion, Diversity, Equity  
and Accessibility)

# OVATION Awards Committee

Stephanie Thornbury, ABC, CCP

Rucsandra Saulean

Yasmine El Shafei, SCMP

Matisse Hamel-Nelis

Melissa Calixte

Megan Gutierrez

Tenzin Nangkey

Sharon Aschaiek

Tanya Murali Dharan

Cynthia Kent

Niharika Nambiar

Anushka Arora

Srijoni Sarkar

Anna Relyea

Elvin Jacob

Joelle Awad

Haysi Vale

# Special Thanks

Wendy L. Snyder, NASM CPT, CNC

Ann-Marie Blake ChartPR.FRSA

Zora Artis

Mike Klein

Deepa Prashad

# About IABC

## IABC INTERNATIONAL



**International Association  
of Business Communicators**

Setting a standard of excellence since 1970, the International Association of Business Communicators (IABC) is a vibrant global membership association with thousands of members from around the world, representing many of the Global Fortune 500 companies.

IABC serves professionals in the field of business communication, bringing together the collective disciplines. We deliver on the Global Standard in communication through our educational offerings, certification, awards program, resource library, online magazine and annual World Conference.

We support our community of business communication professionals with innovative thinking, shared best practices, in-depth learning and career guidance.

## IABC/TORONTO



**International Association  
of Business Communicators  
Toronto | EST. 1942**

IABC/Toronto is the largest chapter of the International Association of Business Communicators, with over 800 members from Greater Toronto. IABC/Toronto is a not-for-profit organization and is managed by an executive board of volunteer leaders.

Follow IABC/Toronto on [LinkedIn](#), [X](#), [Instagram](#), [Facebook](#) and [YouTube](#) for the latest information on programs, awards, professional development, and networking opportunities.

# Become a Member

Whether you're a corporate communicator, independent consultant, academic or student, IABC has resources, connections and learning opportunities to help you advance your career forward. As a member, you can connect with a global communication network, stay informed about emerging trends and best practices, learn from top experts, gain recognition for your outstanding work and join a supportive and welcoming community of communication professionals around the world who are striving to be the best in the profession.

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AWARDS | CELEBRATING  
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