

**Call for  
Entries**



# IABC Bronze Quill Awards

Eligibility time frame  
has been extended  
from November 2009  
to December 2010!



To Quill a  
**MOCKING  
BIRD**





# A Time to Quill.

**The world of communication has evolved.** So have IABC/Las Vegas—Nevada's premier association for professional business communicators—and our Bronze Quill Awards program.

On the 30th anniversary of the IABC/Las Vegas Bronze Quill Awards, it won't be business as usual. We're honoring strategy, copy and creative in a way that we never have before. So if you have preconceived ideas about the Bronze Quill Awards, now's the time to refresh your thinking, and review your very best work. If you think your work can thrill or kill the competition, then get a jump on preparing your Bronze Quill entries.

## **What makes the Bronze Quills different from other award competitions?**

The Bronze Quills Awards program is the only local competition that judges work based on creative, strategy and results. Other local competitions often honor work that looks beautiful and provocative, but lacks strategic merit, fails to achieve objectives, or only appeared briefly in an obscure publication. Such work will not fly at the Bronze Quills. If you win a Bronze Quill Award, you'll know your work is solid all the way around. So will your clients.

## **Who should enter?**

This awards competition is open to anyone who communicates professionally. That includes advertising agencies, graphic communicators, public relations firms, interactive and new media communicators, consultants, businesses and communication departments. **If you are you a business and/or graphic communicator, this is the competition to enter.**

## **“But how will entering this show benefit me?”**

If you win, you'll have an award that carries weight with clients. That's because they'll know the work you entered achieved results. Of course, there's another great benefit that applies to everyone who enters. For each item you submit, you'll be required to write up a solid, compelling case study. You're free to use this case study on your Web site, or to woo prospective clients at new business meetings.

## **Need help with your entry? We'll give it to you!**

The Bronze Quills are also unique in that IABC offers a mentorship program. If the entry process seems daunting and you'd like assistance from a past Bronze Quill winner, we'll partner you up with one. If writing is not your forté, that's all the more reason to participate. Since there's free, inside help available why not take advantage of it? Just get in touch, and we'll be happy to walk you through the Bronze Quill entry process.

## **Make time to quill!**

**Don't wait.** This year's Bronze Quill Awards promises to be the most talked-about competition in southern Nevada. **Enter your best work now – or you'll wish you had.**



## DIVISIONS & CATEGORIES

**DESIGN** Judges will consider excellence in creative design solutions, organization, execution and production in design.

- D1** Magazine
- D2** Magapaper/tabloid
- D3** Newsletter
- D4** Brochure
- D5** Special publications
- D6** Organizational identity (logos/letterhead)
- D7** Publication cover

### ELECTRONIC/DIGITAL COMMUNICATION

Includes computer-based communication projects that use electronic production and/or delivery tools. Judges will consider how well the presentation effectively communicated with its intended audience. Technical excellence is a requirement.

- E8** Video (budget under \$9,999, including staff creative time)
- E9** Video (budget \$10,000 or more, including staff creative time)
- E10** Multimedia presentation/CD/DVD
- E11** Web site – Internet
- E12** Web site – Intranet
- E13** Single ad – broadcast – radio
- E14** Single ad – broadcast – television
- E15** E-Zine (electronic magazine), E-newsletter
- E16** Banner ad, E-card, Pop-up
- E17** Audio-only program
- E18** Slide and sound program, Powerpoint

**ILLUSTRATION / PHOTOGRAPHY** Judges will consider overall quality and effectiveness of photographs and how well they achieve stated objectives.

- I19** Black & white photograph
- I20** Color photograph
- I21** Hand-drawn illustration
- I22** Computer-generated illustration

**PUBLICATIONS** Judges will consider how all elements—writing, design, photography, and illustration—work together to achieve the stated objectives and communicate with the intended audience. Include publication date, circulation and frequency in the work plan.

- P23** Magazine
- P24** Newsletter/Magapaper/Tabloid
- P25** Annual Report

**SOCIAL MEDIA** Social Media projects should capitalize on emerging communication channels to reach electronic-based audiences. Submissions should address why these strategies were applied, whether they were combined with traditional media and unique implementation challenges.

- SM26** Social Networks (LinkedIn, Facebook, etc.)
- SM27** Microblogging (Twitter, etc.)
- SM28** Conversation-enabled publishing forums (blogs, podcasts)
- SM29** Content-sharing sites (YouTube, Flickr, Del.icio.us, etc.)

### SPECIAL PURPOSE COMMUNICATIONS

Judges will consider how effectively the project served its intended purpose.

- S30** 3D materials (t-shirts, giveaways, buttons, etc)
- S31** Pamphlets, brochures and collateral
- S32** Posters
- S33** Exhibits, displays and outdoor
- S34** Single ad — print
- S35** Calendar
- S36** Product labels and packaging
- S37** Cards, invitations

### TOTAL INTEGRATED COMMUNICATION OR MARKETING PROGRAM

Judges will consider how effectively the total communication program met stated goals, objectives and results. Please specify on the work plan whether the entry is an employee communication, public relations or marketing program.

- T38** Short-term – An employee communications, public relations or marketing program or campaign carried on for a specific purpose or objective. For example: a grand opening campaign.
- T39** Long-term – An employee communications, public relations or marketing program or campaign carried on for a specific purpose or objective, for example: an ongoing public awareness campaign.
- T40** Crisis communication – A full-fledged crisis communication plan specifying plans for recovery.

**WRITING** Judges will consider originality, creativity, substance, style, achievement of stated objectives and appropriateness for intended audience.

- W41** News
- W42** Feature
- W43** News release
- W44** Technical
- W45** Series
- W46** Speech or script writing
- W47** Copywriting (brochures, ads, direct mail, etc.)
- W48** Full-length publications
- W49** Writing portfolio (must include at least three different projects)
- W50** Editorial, op-ed, white paper
- W51** Writing for online distribution

**STUDENT PROJECTS** Students are eligible to enter work in any of the above categories. Entrants must be full-time undergraduate or graduate students attending a college or university in Nevada. For details, visit [www.iabclasvegas.com](http://www.iabclasvegas.com).

## ELIGIBILITY

**Any Nevada-based organization or individual who prepares business communication projects for distribution may enter. Entries must not have been produced for resale. All entries must have an initial distribution between November 1, 2009 and December 31, 2010.**



## Design, Illustration and Photography Divisions

Each submission must include one copy of each the following with the exception of the entry form:

- Entry form (two copies)
- Work plan
- Work sample
- A CD that includes a jpg or pdf of the entry for potential use in the program and/or on the IABC/Las Vegas Web site.

### WORK PLAN

As long as the pertinent information is included, you can structure your work plan any way you wish; however, it cannot exceed two pages.

The format must include the following information and headings:

- Entry title
- Entrant's name
- Entry division & category

**1. Project summary.** Provide an overview of your project. What business need or opportunity did the solution address?

**2. Intended audience(s).** Identify primary and secondary audiences. Describe the key characteristics (needs, preferences, demographics, etc.) taken into account when developing the solution. Describe any research conducted.

**3. Goals and Creative Objectives.** What were they and what outcome did you target? Explain the connection to organizational need or opportunity.

**4. Key messages/theme.** Describe your critical messages or themes.

**5. Creative rationale.** Summarize the creative solution and the logic that supported it. Describe how the solution demonstrates insight and imagination. Identify your role in the project and your level of involvement and responsibility.

**6. Results.** Explain how this creative solution addressed the opportunity. Demonstrate the effectiveness of your solution by showing increases in sales, traffic, participation or other quantifiable outcomes. Discuss the budget, resources and time frames, and how each was used efficiently.

### PREPARING YOUR WORK SAMPLE

The work sample is the supporting material that illustrates the communication program. It may include videotapes, publications, design work, writing samples, photography, or computer programs. Include products such as scripts, an executive summary of the research results, or the media buy. The work sample should represent the scope of your work. It can be either electronic or a hard copy, and should be the physical example of the project - for example, a newsletter, podcast or Web site. Please send the highest-quality samples you can afford.

**Early-bird entry:**  
**Monday :**  
**January 17, 2011**

**Deadline entry:**  
**Thursday :**  
**January 20, 2011**



You may mail, courier or deliver entries to:

**Joanna Blockey**, ABC, LVA-300  
Southwest Gas  
5241 W. Spring Mountain  
Las Vegas, NV 89193-8510

Entries may also be dropped off from 8:30 am – 5:00 pm at the same location above.

Pick-up service is available for members who submit more than 5 entries, 8 entries for non-members. This pick-up service is only available on January 20.

### ENTRY FEES

	<b>Early Bird</b>	<b>Deadline</b>
IABC member*:	<b>\$40</b> per entry	<b>\$60</b> per entry
Non-IABC member:	<b>\$50</b> per entry	<b>\$65</b> per entry
Students:	<b>\$20</b> for up to 10 entries	

\*To qualify for the IABC member rate, the entrant must:

- be one of the primary members of the project team
- be listed among people to credit for the submission
- be a member of IABC/Las Vegas in good standing

Become a member and save money on membership and Bronze Quill entry fees! Visit [www.iabclasvegas.com](http://www.iabclasvegas.com) for details, or contact Charlene Mariano, vice president of membership at 702.524.1335 or [membership@iabclasvegas.com](mailto:membership@iabclasvegas.com).

## Written, Electronic, or Program Management Divisions

Each submission must include one copy of each the following with the exception of the entry form:

- Entry form (two copies)
- Work plan
- Work sample
- A CD that includes a jpg or pdf of the entry for potential use in the program and/or on the IABC/Las Vegas Web site.

### WORK PLAN

As long as the pertinent information is included, you can structure your statement of objectives any way you wish; however, it cannot exceed two pages.

The format must include the following information and headings:

- Entry title
- Entry division & category
- Entrant's name

**1. Need/opportunity.** Clearly describe the issues the organization faced, and outline any impacts on performance, reputation, image, profits, or participation. Highlight any formal or informal research findings that support your analysis of the need or opportunity.

**2. Intended audience(s).** Identify your primary and secondary audiences. Address any relevant dispositions. What key characteristics did you take into account when developing the solution? Describe any research conducted.

**3. Goals and Objectives.** Describe what your communication project was designed to accomplish (i.e. educating employees about a new benefit plan). Choose one or two key goals aligned with your organization's future needs and describe in detail. Objectives should be realistic and measurable (i.e. such as having 50 employees enroll in the new benefit plan). Examine outcomes such as quantity,

quality, time, cost, percentages or other criteria. If your measurements are not financial, note this in the description.

**4. Solution overview.** Outline the project's solution and the logic that supported it. Explain actions taken. The solution should demonstrate the thought process, imagination and approach to problem solving. Discuss how stakeholders were involved. Identify key messages. Present the tactics and communication vehicles used. Identify your role and level of accountability and responsibility.

**5. Budget, Implementation and Challenges.** State the project budget addressing any staff time or resources used. Demonstrate how you made efficient use of money. Discuss time frames and any limitations or challenges faced when implementing ideas. (Judges are looking for flexibility and a capacity to resolve problems and negotiate solutions.) Note any special circumstances and resolutions.

**6. Measurement/evaluation of outcomes.** Every result should be linked to one or more objectives. Results must be shown to be valuable, thorough and convincing. Measurement should demonstrate outcomes, not outputs. If your challenge was to improve understanding of an issue, you must show how knowledge increased as a result of the communication plan.

### PREPARING YOUR WORK SAMPLE

The work sample is the supporting material that illustrates the communication program. It may include videotapes, publications, design work, writing samples, photography, or computer programs. Include products such as scripts, an executive summary of the research results, or the media buy. The work sample should represent the scope of your work. It can be either electronic or a hard copy, and should be the physical example of the project - for example, a newsletter, podcast or Web site. Please send the highest-quality samples you can afford.



### AWARDS NOTIFICATION, PRESENTATION & EVALUATION

All entrants will be notified by e-mail. Awards will be presented at a celebration luncheon on March 2, 2011. Invitations will be mailed in late January. Judges' evaluations for all entries may be picked up at the event.

### MORE INFO

For more details on the entry form and electronic statement of objectives, drop-off location directions, and general information, contact **Joanna Blockey** at 876-7368, or **Victor Rodriguez**, 383-9805, or visit us at [www.iabclasvegas.com](http://www.iabclasvegas.com)

For information about Bronze Quill sponsorship opportunities, contact **Victor Rodriguez** at [victor@euriecreative.com](mailto:victor@euriecreative.com) or 702.383.9805 or **Joanna Blockey** at [Joanna.Blockey@swgas.com](mailto:Joanna.Blockey@swgas.com) or 876-7368.

**SPONSORSHIP OPPORTUNITIES**

# ENTRY FORM

**COMPLETE THIS FORM** and attach two copies of it to your entry. Each submission must be accompanied by its own entry form. An electronic entry form is available at [www.iabclasvegas.com](http://www.iabclasvegas.com).

Entry title: \_\_\_\_\_

**Check one:**  Professional entry  Student entry **Check one:**  IABC member  Non-member

Entry code: \_\_\_\_\_

Division:  Design  Social Media  
 Electronic & Digital Communication  Special Purpose Communications  
 Illustration & Photography  Total Integrated Comm. or Marketing Program  
 Publications  Writing

Submitted by: \_\_\_\_\_ Submitting organization: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email address: \_\_\_\_\_

The work in this entry must have been completed between November 1, 2009 and October 31, 2010. By signing this form, you certify that all information is accurate and that proper rights were secured for any elements of the entry that are not original.

Submitting person's signature: \_\_\_\_\_

Project team (list the people to be credited at the ceremony):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If the entry earns a Bronze Quill, list the name(s) and/or company to be engraved on the obelisk (space is limited):

\_\_\_\_\_

Name and address of supervisor to receive notification of your award:

\_\_\_\_\_  
\_\_\_\_\_

## PAYMENT INFORMATION

Payment must be received with your entry;  
IABC/Las Vegas will not send invoices.

Check (attach check to entry form). Include a single check to cover all of your submissions. Multiple entrants from one company may also submit a single check. Attach to the check a list of entries, divisions and categories, individual fees and the total amount submitted. Please make checks payable to IABC/Las Vegas.

Credit Card (complete information below): Visa, MasterCard and American Express are accepted.

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name on Card: \_\_\_\_\_  Visa  MC  AmEx

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

3-digit code on back (4-digit code for AmEx): \_\_\_\_\_

### ENTRY FEES

	Early Bird	Deadline
IABC member:	\$40 per entry	\$60 per entry
Non-IABC member:	\$50 per entry	\$65 per entry
Students:	\$20 up to 10 entries	
No. of Entries	_____	Total Due \$ _____

**IABC**  
LAS VEGAS