



**VIRTUOSO  
AWARDS**

PRESENTED BY IABC LONDON

## IABC 2017 Virtuoso Awards Evaluation: Communication Management, Research and Education/Training Divisions

<b>Division:</b>		<b>Category:</b>	
<b>Entrant:</b>		<b>Entry Title:</b>	
<b>Company:</b>			
<b>Score for work plan section (MAX 3.5)</b>			<b>0.00</b>
<b>Score for work sample section (MAX 3.5)</b>			<b>0.00</b>
<b>Score for this entry</b> (Work plan score plus work sample score)			<b>0.00</b>
 <b>Work Plan</b>			
<b>Section 1: Business Need and Communication Opportunity</b>			
			<b>Score</b>
<b>How well does the entrant explain the context for the entry by clearly establishing the business need and the related communication opportunity? To what extent does the entrant . . .</b>			<b>0-7</b>
Explain the business and communication environment including specific challenges that have occurred?			<b>0.0</b>
Align the communication opportunity and the business need by explaining how the project helped the organization?			
Use research to substantiate the need and inform the direction of the communications project?			
<b>Feedback for this section</b>			
<b>Section 2: Stakeholder Analysis</b>			
			<b>Score</b>
<b>How well does the entrant define, segment, and analyze the critical characteristics of the audience in relationship to the business need? To what extent does the entrant . . .</b>			<b>0-7</b>
Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinions, motivations, etc.?			<b>0.0</b>
Include audience research that provides insight to the project?			
Discuss how relevant research influences the production of communication vehicles and channels?			
<b>Feedback for this section</b>			

<b>Section 3: Goals and Objectives</b>				
				<b>Score</b>
<b>How well does the entrant set measurable objectives that are relevant to the business need and will measure the effect of strategic communications to the business? To what extent does the entrant . . .</b>				<b>0-7</b>
Distinguish between objectives, tactics, and an approach to the issue?				<b>0.0</b>
Establish measurable, relevant objectives that are stated as communication outcomes or outputs?				
Align objectives with the stakeholder analysis and the business need?				
Ensure that objectives will produce an effect on the stated business need?				
<b>Score for section 3 (total divided by 4)</b>				
<b>Feedback for this section</b>				
<b>Section 4: Solution Overview</b>				
<b>How well is the tactical execution plan aligned to deliver results against the stated objectives? To what extent does the entrant . . .</b>				<b>0-7</b>
Explain how the business needs, audiences and objectives are aligned with the strategic and/or creative approach, tactics, vehicles, media or communication channels?				<b>0.0</b>
Demonstrate that the audience analysis was taken into account when developing key messages for each group identified?				
Provide an executive summary of the action plan or tactical execution plan?				
Demonstrate that the communication solution is aligned with the business needs?				
<b>Feedback for this section</b>				
<b>Section 5: Implementation and Challenges</b>				
				<b>Score</b>
<b>How well were issues related to budget and other resources managed? To what extent does the entrant ...</b>				<b>0-7</b>
Provide a budget that seems reasonable?				<b>0.0</b>
Demonstrate that time and other resources were used effectively?				
Outline any challenges faced and demonstrate that they were effectively managed?				
Demonstrate consultation with stakeholders (audience members) or subject matter experts?				
<b>Feedback for this section</b>				

<b>Section 6: Measurement and Evaluation</b>				
				<b>Score</b>
<b>How well were the communication objectives met? To what extent does the entrant . . .</b>				<b>0-7</b>
Align measurement with valid objectives?				<b>0.0</b>
Demonstrate output or outcome-based results?				
Provide a thorough evaluation that supports the results?				
<b>Feedback for this section</b>				
<b>Score for work plan section</b>				<b>0.00</b>
<b>(Total of sections one through six divided by six x .50)</b>				
<b>Work Sample</b>				
<b>Section 7: Stakeholder Alignment and Influence</b>				
				<b>Score</b>
<b>How well does the work sample reflect the audience characteristics, needs and preferences? To what extent does the entrant . . .</b>				<b>0-7</b>
Demonstrate good choices of messages, mediums, media and communication channels that align with the audience analysis?				<b>0.0</b>
Include messages that engage the intellect and/or emotions of the audiences, and influence thoughts or behaviours?				
Provide a thorough evaluation that supports the results?				
<b>Feedback for this section</b>				
<b>Section 8: Alignment with Objectives and Strategy</b>				
				<b>Score</b>
<b>How well is the work sample aligned with the objectives stated in the work plan? To what extent does the entrant . . .</b>				<b>0-7</b>
Provide evidence that the project is on strategy and is consistent with business needs?				<b>0.0</b>
Provide clear, consistent work sample elements that are communicated in a powerful way?				
Reflect the objectives, strategic thinking, key messages, and audience analysis in the work sample?				
Provide clear evidence that the work sample has the desired effect on the audience and the business needs?				
<b>Feedback for this section</b>				

<b>Section 9: Professional Execution</b>			
			<b>Score</b>
Given the budget and resources, how well does the work sample measure up to professional standards? To what extent does the entrant...			<b>0-7</b>
Provide well-designed work sample elements?			<b>0.0</b>
Demonstrate high-quality writing and production?			
Demonstrate consistency between what was presented in the work plan and what was delivered?			
Demonstrate creative or innovative work considering the category, geography or industry?			
<b>Score for section 9 (total divided by 4)</b>			
<b>Feedback for this section</b>			
<b>Section 10: Overall Quality</b>			
			<b>Score</b>
<b>Given the budget and resources, how well does the work sample measure up to professional standards? To what extent does the entrant . . .</b>			<b>0-7</b>
Provide a well-written and produced entry that's easy to understand?			<b>0.0</b>
Provide a representative sample of all the elements described in the work plan?			
Demonstrate strategic and creative thinking that reflects the audience and business needs?			
Demonstrate the ability of communication to influence valid business results?			
<b>Feedback for this section</b>			
<b>Score for work sample section</b>			<b>0.00</b>
<b>(Total of sections seven through ten divided by four x .50)</b>			
<b>Score for this entry</b>			<b>0.00</b>
<b>(Work plan score plus work sample score)</b>			