

It's official - the 2017 Virtuoso Awards Call for Entries is now open!

Each year, IABC London recognizes the outstanding communication and creative design talent from this region. The Virtuoso Awards are the only local awards program that shines a spotlight on exceptional campaigns and strategic communication planning. As a past winner of a Virtuoso Award, I can attest to the continued excellence this recognition inspires and wholeheartedly endorse the time and effort it takes to submit for consideration.

As the Virtuoso Awards enter their 22nd year, the program continues to evolve and adapt to the practices of today's communicators and business leaders.

- **The application process is easier than ever!**
We've moved to an online application process making it easier and more efficient for your team to enter their work. No need to deliver or courier a printed copy or USB key to a location in the city. And as always, no project is too big or small to submit for consideration.
- **Work plans follow the same format as IABC's international and Canadian awards programs**
This makes it easy to update your Virtuoso submission based on judges' feedback and apply for Silver Leaf and/or Gold Quill recognition. That's a huge timesaver!
- **It's a great way to show the value of communications at your organization**
Communicating with audiences and clients is a major element in the success of any organization. Whether you're a non-profit or business, winning a Virtuoso Award demonstrates how your team went above and beyond to build relationships and meet organizational goals through effective public relations, marketing and design.

Every Virtuoso entry receives two rounds of rigorous assessment: first by another IABC chapter in Canada or the US, so judging is neutral and impartial, and a second round performed by local senior practitioners as a review of the initial round of scoring. Additional details about the Virtuoso Awards can be found at www.virtuosoawards.com.

I hope you take this opportunity to showcase your team's outstanding talents and how you support strategic communication as a critical part of your organization's success. Best of luck and hope to see you in June 2017 at the annual Virtuoso Awards Celebration, where the year's best campaigns receive their recognition.

Sincerely,

Jo Ann Johnston
President, IABC London

*P.S. Entries to the 2017 Virtuoso Awards are due **Friday, March 3 by 4:30pm**. Why not mark the date in your calendar and get started on your application today*