

HOW-TO GUIDE FOR IABC AWARDS

The Midas Touch

How to prepare a Virtuoso Award entry for:

Division 4: Communication Skills Division

Note: This guide was developed by IABC International for the Gold Quill Awards and for use by IABC regions and chapters. This version has been customized for IABC London's Virtuoso Awards.

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INTRODUCTION

The Communication Skills Division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature and are often part of a larger campaign.

To receive a Communication Skills Division Virtuoso Award, entrants must demonstrate strategic alignment, the creative process and measurable results. We understand that the entrant may not have been part of the strategic planning or the follow-up measurement to business results.

The entry will require you to provide enough information for an evaluator to determine that the work is aligned to a purpose, audience(s) and key messages. The entry must also have measurable objectives enabling the evaluator to understand your target for success of the piece. If the entry is part of a larger campaign, evaluators will want to know how the submitted sample contributed to the campaign's success or delivered on its purpose.

With this guide, you'll be able to match your work against the criteria used by evaluators. We invite you to use this guide to help you prepare an award-winning Communication Skills Division entry.

The basics

You may enter work to win in multiple divisions and categories; however, each entry must be customized to the category description.

- Please read the category descriptions carefully to determine which categories best fit your entries.
- Tailor your responses for each category.

You will be asked to answer eight required submission questions with your entry. The purpose is to demonstrate your project's strategic alignment, the creative process and measurable results. You will have the option of submitting answers using text boxes on the online entry form or by uploading a PDF (cannot exceed a file size of 5 MB).

The entry must include a work sample. If the work sample is missing, the entry will be disqualified.

Make sure to follow the directions and answer all questions clearly and concisely.

Eligibility

All entries must align with IABC's [Code of Ethics](#).

You must have direct involvement in the work that you're submitting.

How entries are scored

Entry scores are based one-third on the strategic alignment, one-third on professional standards of execution for the category, and one-third on creativity, resourcefulness or innovation. Evaluators compare your work sample to your answers to the eight required submission questions to determine how well your work sample performs within each of the three sections.

- Evaluators receive clear evaluation criteria from IABC London through the Communication Skills division score sheet and the *Evaluating Excellence Guide*.
- Each evaluator brings his or her own perspective to the evaluation process, independent of other evaluators.

Within this Guide you'll find rubrics for each section. The performance dimensions on the rubrics represent the IABC Seven-point Scale of Excellence and are by which the evaluators base their scoring. The rubrics explain what criteria is needed to achieve each of the seven points.

To win an Award of Merit, an entry must score between 5.0 and 5.11. To win an Award of Excellence, entries must score between 5.12 and 7.0. Best of the Best awards are given to the top scoring entries in each division. In order for a Best of the Best to be awarded, there must be at least two entries in the division that have earned an Award of Excellence.

Entries demonstrating creativity and innovation that truly differentiate the entrant's work as being groundbreaking and worthy of recognition receive the highest awards.

Meet the seven-point scale

IABC sets the award scoring criteria based on the IABC Standards of Excellence.

- Performance dimensions within each criterion represented by a question or statement are assigned to a point on the IABC Seven-point Scale of Excellence.
- The criteria and performance dimensions align to the domains, tasks and knowledge used in the [Global Communication Certification program](#).

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.

The [awards score sheet](#) provides information about how scores are weighted for each section.

Start with the background information

You will be required to complete background information on your project, including your name and organization, the division and category that you're entering, and the title and time period of the entry. A short description of the project must also be entered. These elements are not scored, but evaluators keep them in mind when considering the context of the project.

STEP-BY-STEP COMPLETION GUIDE

Respond to the following statements and questions:

1. Describe your organization. (maximum 800 characters, including spaces)
2. Describe the business need that led to this project being undertaken. (maximum 1500 characters, including spaces)
3. Who was(were) the audience(s) for this project? What do you know about them in relation to the communication opportunity? (maximum 1000 characters, including spaces)
4. What were the measurable objectives for the project? Please provide no more than three objectives, and describe how they are aligned with the business need. (maximum 1000 characters, including spaces)
5. What were the key messages for the project? (max. three; 1000 characters total, including spaces)
6. Describe the resources (budget, time, others) available for the project and how effectively they were managed. (maximum 1000 characters, including spaces)
7. Provide a brief summary of how you used these insights (business need, audiences, objectives and key messages) to guide the development of your project. (1500 characters maximum)
8. How well were the measurable objectives met? Please show the relationship between the objectives you set and the results you achieved. (maximum 1000 characters, including spaces)

NOTE: You will have the option of submitting answers to the above questions using text boxes on the online entry form or by uploading a PDF. If you choose to upload a PDF, it cannot exceed a file size of 5 MB and should be saved using the following naming convention:
Answers_Div4Cat#Lastname(ProjectName).

1. Describe your organization.

While this statement doesn't have a score on the score sheet, this is valuable information that provides evaluators the context to assess the entry.

Here's your chance to tell your evaluators what they should know about your organization and project, geography and industry that relates to the work you are entering.

We understand that communication for business-to-business is different from business-to-consumer; not-for-profit is different than for profit; industrial often times has less pizzazz than high-tech; and smaller companies do things differently than larger ones. In evaluating your entry, consideration is given to the geography and industry.

2. Describe the business need that led to this project being undertaken.

This question is scored within Section 1 of the score sheet, Alignment.

How well do the work samples align to the purpose?

Evaluators will be looking to see how appropriate the work sample is for the purpose described here and how likely the work sample is to deliver on the purpose as described. Include only the most important information directly relating to your entry.

Consider:

- What is the purpose of this project? Your purpose should solve a problem, fill a need, or help to leverage an opportunity.
- How will it help your organization?
- Is there something in your business environment causing you to take this action?
- If research drove the purpose, briefly mention the research.
- If the work sample is a part of a larger campaign, how does the piece support the overall campaign?

How this section is scored

A professionally competent entry earns a score of 4.

- The purpose is explained in enough detail specific to the work sample to enable the evaluator to understand why you feel the entry deserves an award.
- The work sample is an appropriate choice for a communication tool to meet the purpose described in the entry.
- The work sample aligns to the purpose described.
- The work sample provides the information needed for the recipient to take the desired action to meet the purpose.

Entries are scored up for:

- A sample that is highly likely to cause the recipient to take an action to meet the purpose.
- A clear explanation of specific changes or challenges that may have occurred.
- Research that was used to determine the purpose.

- Strategic alignment of sample is clearly explained.
- If the project will increase the credibility of the organization.

Entries are scored down if:

- There isn't enough information for the evaluator to determine if the work sample meets the purpose.
- The work sample is part of a higher-level campaign and there isn't an explanation of how the project supports that higher-level campaign.
- The work sample is clearly not an appropriate choice for a communication tool to meet the purpose described in the entry.
- The work sample is unlikely to cause the recipient to take action to meet the purpose.

Section 1: How well does the work sample demonstrate alignment?
A. How well does the work sample align to the purpose as described?

- *How appropriate is the selected communication tool for the purpose?*
- *How well do the elements of the sample align to the purpose?*
- *How likely is the sample to deliver on the stated purpose?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
A unique method to meet purpose	An excellent method to meet purpose	An effective method to meet purpose	An appropriate method to meet purpose	Somewhat inappropriate method to meet purpose	Clearly in-appropriate method to meet purpose	Description of purpose not included
Clear and intriguing alignment to purpose	All major elements align to purpose	Multiple elements of the sample align to purpose	Key elements align to stated purpose	Key elements not aligned to purpose	Significant number of elements do not align to purpose	None of the elements align to purpose
Compelling, urgent call to action	Clearly persuasive information or call to action	Sample likely to cause recipient to take action to meet the purpose	Information included for recipient to take desired action, increase understanding or awareness	Information inappropriate for recipient to take an action that could deliver on purpose	Information not included so recipient can take action, increase understanding or awareness	
		Sample aligns to research	It is clear how entry supports higher level campaign, if appropriate		Sample is part of a campaign yet how the piece supports campaign is not clear	

3. Who was (were) the audience(s) for this project? What do you know about them in relation to the communication opportunity?

These questions are scored within Section 1 of the score sheet, Alignment.

Evaluators will determine if the choices you made in executing the project are driven by your target audience(s). Effective communication doesn't occur until the audience receives and understands the message. The responses must demonstrate an understanding of the target audience(s). The entrant should explore the audience preferences, attitudes, demographics, psychographics or other characteristics.

Consider:

- Identifying target audience groups.
- Sharing relevant audience characteristics that caused you to make decisions on the project for each audience. This may include education level, geography, demographics, psychographics, preferences, attitudes, opinions, motivations, etc.
- Mentioning how any critical audience characteristics influenced the creation and production of the communication vehicle.
- Describing how you determined the characteristics.
- Briefly mentioning if audience research was conducted.

How this section is scored

A professionally competent entry earns a score of 4

- List audiences (primary, secondary and tertiary, if appropriate) and describe their characteristics, preferences, and needs to show how your understanding led to choices of strategy, tactics, media and channels.
- The work sample is an appropriate choice for a communication tool for the audience(s) described in the entry.
- The elements of the work sample are appropriate for the audiences as listed in the entry.

Entries are scored up for:

- Including especially insightful and relevant audience characteristics factors, such as prior knowledge, education, geography, psychographics, motivations, opinions, understanding, and other issues.
- A discussion that shows how the audience is linked to execution of the work sample.
- Research that defines the audience characteristics and needs (formal is best, but informal analysis can be cited).

Entries are scored down if:

- The audience isn't listed in the entry.
- Broad audiences such as employees or the general public are listed without defining characteristics.
- Audiences are listed but no characteristics are provided.
- The wrong audience is identified based on the purpose.
- There are vague, unsupported assumptions about audience needs.
- The work sample is clearly not an appropriate choice for a communication tool for the audience(s) described in the entry.

Section 1: Alignment.
B. How appropriate is the work sample for the audience as described in the entry?

- *Were the choices made driven by the audience(s) characteristics?*
- *Was the channel and work appropriate for the audience(s) to receive the message?*
- *Was the audience able to understand the message?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
Clear and compelling to the audience	Intriguing to audience based on characteristics Insightful approach to targeting relevant characteristics	Well targeted to audience Highly likely to capture audience attention Choices made driven by audience characteristics Sample aligns to audience research	Appropriate for the audience Likely to capture audience attention Meets audience needs	Not clearly aligned to audience Elements very inappropriate to audience Choices made inappropriate to audience	Audience(s) listed with no characteristics provided Approach or tone is insulting to audience	Audience(s) not included in entry

4. What were the measurable objectives of the project? Please provide no more than three objectives and describe how they are aligned with the business need.

This question is scored within Section 1 of the score sheet, Alignment.

Evaluators will determine if you have set targets for success in the form of measurable objectives that are relevant to your stated purpose, and if you met the targets or not. If the targets are not met, a brief explanation of extenuating circumstances will help your score in this section.

We understand that you may not be involved in the strategic planning within your organization. Yet, your entry should be aligned to the strategy within your organization. Having appropriate objectives ensures that you know when you achieve success and that your work is aligned to the strategy of the organization. Both of these are critical to demonstrating the impact of communication on the business.

Consider:

- Including objectives that are relevant to the category entered.
- Including objectives that are able to produce an effect on the stated purpose.
- Including only the three most important objectives.
- Including output-based objectives.
- Including outcome-based objectives. These score higher since you are showing how your communication work impacts the audience and delivers on the purpose.
- Being careful not to confuse goals or tactics for objectives.
 - Objectives clearly define the desired outcome, or what success will look like. They describe what you want to have happen after the audience receives the message/communication tool. They are:
 - Measurable in quantity, time, cost, percentages, quality or some other criteria
 - Realistic, meaningful and believable
 - Aligned with the needs of the business
 - Stated from a communication perspective
 - A combination of output-based statements (volume, increases), and outcome-based measures (results)

How this section is scored

A professionally competent entry earns a score of 4.

- Entry states specific, measurable objectives.
- Objectives are relevant to the category entered.
- Objectives are relevant to the stated purpose.
- Output-based objectives are included.
- The work sample is an appropriate choice for a communication tool to meet the objectives.

Entries are scored up if:

- It includes outcome-based objectives that are relevant to the business need.

Entries are scored down if:

- Measurable objectives are not included.
- Objectives are not relevant to the category entered.
- Objectives are not relevant to the stated purpose.

Section 1: Alignment.
C. How well were the stated measurable objectives met?

- *How well did the entry meet up to three key measurable output- or outcome-based objectives?*
- *Were the objectives relevant to the purpose?*
- *How well was the project measured and evaluated?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
Evaluation includes quantifiable and anecdotal support Evaluation leads to future improvement Outcome-based objectives exceeded	Results significantly exceeded Quantifiable data supports results Outcome-based objectives met	Results exceed stated measurable objectives Objectives relevant to business need Outcome-based objectives explained	At least three output-based objectives met or reasonable explanation why not met Objectives relevant to purpose Appropriate measurement methodology Includes preset targets with objectives	Objectives not measurable Objectives not met without explanation Only anecdotal results provided Results provided are not related to stated objectives Targets set too low without explanation	No information provided on results Stated objectives are not aligned with the purpose or category entered	Objectives not provided

5. What were the key messages for the project? List up to three key messages.

These are scored within Section 1 of the score sheet, Alignment.

How well does the work sample incorporate the key messages stated in the entry?

Evaluators will be looking to see that you used key messages or themes to produce the work represented in the work sample. You may not use the term “key messages,” yet you likely have a document or instruction guiding you in the production of your work.

Key messages provide a context to structure your message logically focusing on essential elements, removing ambiguity and creating resonance with the target audience. These messages can guide both visuals and stories. Key messages help your audience understand the information you are trying to convey.

Consider:

- Including key messages that are appropriate to deliver on the purpose.
- Including key messages that are relevant and appropriate to the audience.
- Providing evidence in your work sample that the key messages were used to produce the piece.

How this section is scored

A professionally competent entry earns a score of 4.

- Key messages are appropriate to deliver on the purpose.
- Key messages are appropriate for the audience.
- Key messages are evident in the work sample.

Entries are scored up for:

- A work sample where key messages are integral to the approach taken.
- Key messages are delivered in novel or innovative ways.
- A work sample that demonstrates your choice of communication tool(s) met the objectives of the project.
- Key messages within the work sample that engage the intellect/emotions of the audience, and influence their thoughts and behaviors.

Entries are scored down if:

- Key messages are not included in the entry.
- Key messages are not appropriate for the purpose.
- Key messages are not appropriate for the audience.
- It is not evident within the work sample that key messages were used.

Section 1: Alignment.
D. How well does the work sample incorporate the key messages stated in the entry?

- *How appropriate are the key messages to the audience?*
- *How were the key messages integrated into the sample(s)?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
Key messages delivered in novel or innovative ways Key messages delivered in way that influences thoughts and behaviors	Key messages delivered in interesting way that will engage the intellect and/or emotion of audience	Key messages integral to the sample	Key messages appropriate to purpose and audience Key messages are evident in sample	Key messages not aligned to purpose or audience	Key messages inappropriate for audience, purpose and communication medium	Key messages not included

6. Describe the resources (budget, time, others) available for the project and how effectively they were managed.

This information is taken into account when scoring within Section 2 of the score sheet.

Given the resources and information described in the entry, how creative, resourceful or innovative was the work sample?

We would like to see an actual budget figure, yet we understand that this isn't always possible given confidentiality. If the budget figures cannot be given, we accept a description of resources. Consider using a percentage of your annual budget or describe a comparison to another piece of work. **Unless you give permission to share information in your entry, entries are only seen by evaluators evaluating the entry.**

Since this section of the score sheet accounts for one-third of the total entry score, it is well worth your time to explain how resource factors impacted the resulting work sample. Did a resource limitation require you to reduce page count in a publication? Did a tight deadline impact your production schedule? Did you have an unlimited budget because of the importance of the project to business results?

We understand that limited resources cannot produce the same level of work that could be accomplished with a large amount of resources. Your response to this question helps evaluators take this into account.

Consider:

- Describing your resource abundance or shortage as it directly relates to what can be seen in the work sample.
- Providing actual budget figures (or a description of resources).

How this section is scored

A professionally competent entry earns a score of 4.

- Demonstrates an appropriate use of resources.
- Provides a project budget.

Entries are scored up for:

- An excellent use of resources to deliver a project that achieves its purpose.
- A clever, new way of using the communication tool selected.
- Exceptional design, writing or imagery considering the category, geography and industry.
- Applying a technique that enhances the professional standards of execution within the geography or industry.
- Clearly demonstrating a novel approach that should be shared with others in the profession.

Entries are scored down for:

- Excess spending not likely to achieve the purpose.
- Omitting a budget or resource discussion.

7. Provide a brief summary of how you used these insights (business need, audiences, objectives, and key messages) to guide the development of your project.

This information is taken into account when scoring within Section 1 of the score sheet.

The IABC Awards program looks for excellence in communication execution that is based in communication strategy. Evaluators will be looking at your work sample to determine its level of creativity or innovation, but they will also want to see that this is grounded in the fundamentals of strategic communication. Because we expect your work to be strategic, it should be appropriate to your stated business need, audiences, objectives and key messages.

Consider:

- The business need you provide in Question 2, the audiences you describe in Question 3, the objectives you list in Question 4, and the key messages you list in Question 5.

How this section is scored

A professionally competent entry earns a score of 4.

- Work sample reflects your business need, audiences and objectives.
- Contain clear key messages.
- Demonstrate choices that support the needs of the business.
- Support achievement of your goals and objectives.

Entries are scored up for:

- Work fully reflects your business need, audience and objectives.
- The work is designed and produced to achieve the project's objectives.
- The support material and design elements are appropriate for the audience, and aligned with the business need.

Entries are scored down for:

- Key messages don't appear in the work.
- There's a mismatch, such as focusing on the wrong audiences, or not enough focus on business need.

Section 1: Alignment.
E. How well does the work sample reflect the use of insights (business need, audiences, etc.) stated in the entry?

- *How connected are the tactical / execution choices to the communication strategy?*
- *Does the insight lead to a stronger tactical approach?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
Exemplary evidence of communication strategy in the execution Thoughtful and considerate approach to the business insights shared	Strong connection to the insights shared in execution, showing that strategy guided the tactical approach	Clear that the insights shared have influenced the tactical choices made	Acceptable alignment with the insights shared and work sample	One or more elements of the business insights (business need, audience analysis, etc.) are not reflected in the tactical execution	Very limited alignment with the business insights shared One or two of the insights shared appear to be reflected in the tactical execution	Complete lack of alignment with stated insights and tactical delivery No connection with overall strategy and tactical choices

8. How well were the measurable objectives met? Please show the relationships between the objectives you set and the results you achieved.

This information is taken into account when scoring within Section 1 of the score sheet.

Consider:

- The specific and measurable objectives you set in Question 4.

How this section is scored

A professionally competent entry earns a score of 4.

- Objectives are met or an explanation of why they were not met is included.
- A work sample that demonstrates that your choice of communication tool(s) met the objectives of the project.

Entries are scored up for:

- Clearly exceeding objectives.
- Strong analysis of your results and how they will guide your future work.

Entries are scored down for:

- Measurement that does not directly tie to the objectives you set.
- Objectives are not met and an explanation of why they were not met is not included.
- The work sample is clearly not appropriate to reaching the stated objectives.
- The explanation of how well the objectives were met does not link directly to the stated objectives.

When scoring each question, consider the geography, industry and category.

Section 2: Given the resources and information described in the entry, how creative, resourceful or innovative was the work sample?

- *How this work compares to other work within the category, geography or industry?*
- *How creative or innovative is the work considering the category, geography or industry?*
- *How effectively are resources used?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
<p>An example that increases professional standards of creativity, innovation or resource</p> <p>An unheard of effective approach to the purpose</p>	<p>Unique, effective approach to purpose</p> <p>All elements creativity or innovation with direct links to audience or issue</p> <p>Meaningful results achieved with scarce resources</p>	<p>Better than average for the category</p> <p>Elements of work show creativity or innovation</p> <p>Entrant effectively used scarce resources</p>	<p>Work comparable to other work within industry or geography</p> <p>The approach is appropriate for the resources described</p>	<p>Work is obviously less than average</p> <p>Resources were not used effectively</p>	<p>A dated approach to the purpose</p> <p>Excess spending not likely to achieve purpose</p>	<p>No resources described within entry</p>

SCORING PROFESSIONAL EXECUTION

How well does the work SAMPLE meet the standards of professional execution for the category?

Evaluators will look at your work sample and compare it to their knowledge of the state of communication and the body of work within that category. They will look for work that is likely to generate interest or attract attention within the given geography or industry. They will want to see high-quality writing, design and production within the budget and resource. This information is considered when scoring within Section 3 of the score sheet.

Consider:

- Providing well-designed work sample elements.
- Using file names that easily identify the work sample element.
- Clearly labeling each work sample.
- Including relevant information needed to understand the work sample element with a short note on the sample itself.
- Educating the evaluator with relevant information by the way you answer the required submission questions.

How this section is scored

Evaluators ask these three questions to determine professional execution:

1. Overall, how likely is the work sample to engage the audience, connect emotionally or elicit a desired response?
2. How well does the work sample demonstrate effectiveness, functionality, organization, consistency, readability or appropriateness?
3. How strong are the elements of the work sample and how it comes together considering the category? Depending on the category this could include items such as look-and-feel, theme, use of color, design, layout, composition, imagery, graphics, production value, language, writing style, etc.

Evaluators watch for clear, consistent, error-free writing; high-quality photography; adherence to design principles; and well-produced video. If the entry is an audit or a proposal, evaluators will look for clear writing, an easy to follow structure, charts, graphs, illustrations and appropriate research methodology. Evaluators consider if this entry would survive the competition given the kind of communication normally directed to the audiences described.

A professionally competent entry earns a score of 4.

- Contains good production values appropriate to the media and the budget.
- Reflects professional standards of ethics and good taste.
- Includes work samples that match the description in answers to the required submission questions.

- Demonstrates clear, consistent use of language, visuals and other elements that support the brand, communicates the purpose, and supports the achievement of communication objectives.
- Demonstrates a fairly standard approach that is well executed.
- Demonstrates well-organized entry using appropriate headers.

Entries are scored up for:

- High-quality writing and superior production values.
- Strong images that convey key messages.
- Clever, strategic work appropriate for the audience and likely to leave a lasting impression.
- Clear, consistent and clever work communicating the key messages in a powerful, emotional way.
- Work that is unique or novel for the medium and channels selected, based on available budget.

Entries are scored down for:

- Amateur work or dated approaches considering the geography and industry.
- Inconsistent use of images and language.
- Poor technical production.
- Images, writing tone or style that don't align to the purpose or audience needs.
- An overused approach or one likely to bore the audience.
- An approach that clearly would not work.
- Work that insults the audience or is inappropriate.

Section 3: How well does the work sample meet the standards of professional execution for the category?
A. Overall, how likely is the work sample to engage the audience, connect emotionally or elicit a desired response?

- *How does the sample engage the audience?*
- *How does the sample connect emotionally with the audience?*
- *How does the level of execution of the sample impact its ability to deliver on the stated purpose?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
Engages audience in unique, novel way directly related to purpose	Brilliant idea to engage audience	Superior means to engage audience Likely to connect emotionally with audience	Offers means to engage audience	Speaks down to audience Offers little to entice audience to engage with the material.	Nothing to engage or connect with audience included	Insulting to audience

Section 3: Standards of Professional Execution.
B. How well does the work sample demonstrate effectiveness, functionality, organization, consistency, readability or appropriateness? (Apply the appropriate criteria to category.)

- *How well organized are the elements of the work?*
- *How consistent is the work from the beginning to end? (theme, writing style, look and feel, etc.)*
- *How well does the work flow?*
- *How readable, viewable or enjoyable is the experience for the recipient?*
- *How appropriate is the format of the work?*
- *How appropriate are the choices made for the medium selected?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
Exceptionally organized. Unique or novel approach to medium	Significant use of organization or implementation resulting in significant results	Organized or formatted in way that urges recipients to continue Takes advantage of the medium	Effectively organized or planned Consistent throughout Appropriate flow if single piece Readability appropriate Appropriate use of medium	Seemingly unorganized Inconsistent style Disruptive flow Readability inappropriate for audience	No organization Major inconsistencies Flow interrupted in way that recipients will depart Not appropriate for medium selected	Wrong medium Multiple shifts in consistency

Section 3: Standards of Professional Execution.

C. How strong are the elements of the work sample and how it comes together considering the category? Depending on the category this could include items such as look/feel, theme, use of color, design, layout, composition, imagery, graphics, production value, language, writing style, etc.

- *How well does the sample execute for the category, given the resources available?*
- *How well written is the sample(s)?*
- *How effectively are images used in the sample(s)?*
- *Is the work produced in an ethical manner?*

7	6	5	4	3	2	1
Insightful, outstanding results	Innovative, significant results	Aligned, meaningful results	Professionally competent execution and results	Less than satisfactory, several key elements missing	Inadequate, significant elements missing	Poor, wrong
Likely to leave a lasting impression Enhances the professional standards of execution	Clever, strategic work appropriate for audience Communicates key messages in powerful, emotional way Work is leading edge for medium and channels selected	High quality writing Superior production values Strong images convey key messages If standard approach, is well executed	Production value is appropriate to media and resources available Reflects standards of ethics and good taste Sample matches description in entry Clear, consistent use of language, visuals and other elements supporting brand and purpose	Production value is poor given resources Amateur work Inconsistent use of images and language Overused approach Approach clearly won't deliver on purpose	Typos, spelling errors evident Work insults audience	Work is unethical or uses materials without permission

HOW TO PREPARE A WORK SAMPLE

Preparing a work sample is like preparing a portfolio. Work sample elements demonstrate skill in execution. Material should be organized and presented in a logical order.

In Communication Skills categories, samples should include a copy of the product entered in the program, and any supporting information such as research, media plans, scripts, creative rationale, focus tests, and post-campaign tracking information or other elements.

- The maximum number of work sample files is five (5). If you have more than five (5) files, please combine them into fewer PDF files. Each file is limited to 5 MB in size.
- Include the words “Work Sample” in the file names along with a descriptive title.
- The file should contain a representative overview of your project.
- Provide an explanation of your work sample files so evaluators have context for the sample.
- The following file formats are accepted for work samples: .pdf, .png, .jpg, .gif, .mp4, .wmv, .m4v.
- For websites, please provide the URL or IP address of the site in your entry.
- For intranets or internal, secured access sites, provide instructions on how to register for the site, along with an account name or password. If access may be a barrier to evaluation, or if there’s a chance the site may change after submission, consider submitting a “Tour of Work Sample” video (of five minutes or fewer).
- Electronic files will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used during evaluation, or if evaluators cannot view work samples using the instructions provided.
- Large files are difficult to upload and download. Each file is limited to 5 MB in size. Please condense the file size as much as possible.
- The work sample can include video and audio files, text documents, files created as PDFs, magazines, brochures and website links. Your work sample should present the full scope of your work.
- Organize and condense your work to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.

Whether you win a Virtuoso Award or not, the program offers an array of benefits to all entrants.

- Gain regional peer recognition for excellence in communications.
- Profile industry innovation and best practice.
- Open up speaking and publishing opportunities.
- Build your personal reputation as a thought leader.
- Enhance the reputation of your team and organization, both internally and externally.
- Build a business case to fund a key initiative.
- Inspire your team. Bring them together to produce show-stopping work and share the glory when it’s complete.
- Challenge yourself to new heights of innovation, creativity and strategic thinking.

- Build a portfolio of work that opens doors to new opportunities.
- Get feedback from highly qualified communicators.

Questions? Please email iabclondonawards@gmail.com for answers.