

2019 CORP COMMS AWARDS

ANNUAL AWARDS ENTRY FORM

KEY DATES

Early bird deadline 19 July

Final entry deadline 9 August

Shortlist confirmed Mid September

Awards ceremony 20 November

For information on the CorpComms Awards,
please check our website
www.corpcommsmagazine.co.uk/awards
or contact events@corpcommsmagazine.co.uk

11 POINTERS TO CREATE AN AWARD- WINNING ENTRY

1

MAKE SURE YOU ENTER THE CORRECT CATEGORY

Don't fall at the first hurdle because you have not entered the correct category. Think carefully: is it a clever digital campaign or simply a strong video?

2

SET THE SCENE

Some entries get straight to the point without even explaining the rationale for the campaign. An employee engagement initiative that boosted staff morale might seem more impactful if the judges were made aware that it followed a round of redundancies.

3

TELL THEM WHO YOU ARE

Not everybody works for a household name. If the company you work for is rather obscure, then use a sentence or two to explain the business and its challenges.

4

FOLLOW THE RULES

We ask for 600 words over two pages of A4. It is not one or the other - we do not want 600 words in a PowerPoint presentation nor two pages of A4 filled with tiny font. The judges do pay attention to word count, and have been known to disqualify entries that grossly exceed this.

5

MAKE SURE YOUR CLAIMS ARE BELIEVABLE

Perhaps your campaign did lead to a slight improvement in the country's gross domestic product, but it is rather difficult to prove. The judges' natural scepticism will come into play - and may make them reconsider other factors.

6

ENSURE YOUR OBJECTIVES MATCH THE RESULTS

Yes, we all know Christopher Columbus didn't set out to discover America... but if your objectives are to achieve a specific goal yet the results fail to say if this was achieved, then the judges cannot deem the entry a success.

7

CHECK FOR PUNCTUATION AND GRAMMAR

It shouldn't matter, but it does. The judges invest their time reading entries, which can vary dramatically in quality. Make sure yours stands out for the right reasons, and not because it includes some real howlers.

8

MAKE YOUR ENTRY STAND OUT

Be creative with your entry. It doesn't have to be a text-rich Word document. It can include images from the campaign or pull-out quotes. It can have a landscape or portrait layout.

9

GET SOMEBODY ELSE TO READ THE ENTRY

Pass your finished entry to a colleague unassociated with the campaign. Listen to their feedback - if they have questions, so will the judges.

10

INCLUDE BUDGETS

Budgetary information will not be shared externally but judges are always suspicious when it is missing. It can count against the entry.

11

DO YOU REALLY THINK IT IS AWARD-WINNING?

Entering awards can be an expensive process - both in time and money. Your team may be thrilled with the end result, but is it really stand-out or business as usual? An award entry should be 'business more than usual'.

HOW TO ENTER

ONLY CAMPAIGNS RUNNING BETWEEN JULY 2018
AND JULY 2019 ARE ELIGIBLE FOR ENTRY

ENTRY FORM

It is only necessary to complete one form, even if multiple entries are being submitted. Simply tick the relevant boxes, but specify if several entries are being submitted to a single category. Please include a contact number that is regularly monitored.

But if entries are being sent in batches, then each batch will require a separate entry form.

EXECUTIVE SUMMARY

Summarise your campaign in up to 600 words. Do not exceed two pages of A4. This is the only part of the entry seen by the judges prior to judging day: make it count. It is advisable, but not compulsory, to structure your entry under the following headings - which do not form part of the word count.

- 1) Category entered
- 2) Title of project
- 3) Company name
- 4) Agency (if relevant)
- 5) Budget of project (please make clear if this must remain confidential)
- 6) Objective or brief, including a definition of success
- 7) Target audience
- 8) Strategy and implementation
- 9) Creativity
- 10) Results

Please note: It is possible to submit the same entry to multiple categories, but each category will require a separate submission and entry fee.

SUPPORTING MATERIALS

Two copies of supporting materials are required. These can make or break an entry. Choose them wisely. If the entry states that a campaign achieved 300 pieces of media coverage, it is not necessary to send each cutting. Instead, choose one or two key pieces. If online links are provided, please ensure passwords are included and that these do not have a short expiry date as judging takes place in September. Each item of supporting material should be clearly labelled with the name of the entry and category to which it relates.

Please note: If an entry is submitted into multiple categories, include additional copies of supporting materials.

SUBMISSION

Each individual entry plus related supporting materials should be placed in a single A4 plastic folder, which can be securely closed. If a folder proves insufficient, a box file may be used.

DELIVERY

Please deliver entries to:
CorpComms Awards 2019
Hardy Media
123 Blackstock Road
London N4 2JW

If you are sending by courier, please ensure deliveries are made between 10am and 5pm.

ADDITIONAL INFORMATION TO CONSIDER

YOUNG ACHIEVER

Entries must include a short biography, photograph and a supporting statement of up to 500 words submitted by the candidate's senior manager.

IN-HOUSE PROFESSIONAL OF THE YEAR

This category cannot be entered directly, although suggestions (and reasons why a candidate deserves such an accolade) can be made FREE OF CHARGE for the consideration of the judging panel. *Please note:* The in-house professional of the year must be director level or above.

PAYMENT DETAILS

If a PO needs to be raised, this must be done before entries are submitted. Similarly, all details necessary for Hardy Media to achieve 'approved

supplier status' must be submitted as soon as possible.

We accept credit or debit cards. If invoices need to be raised, these will be addressed to the contact details quoted on the form, unless otherwise instructed. If invoices need to be sent to an alternative address, please notify events@corpcommsmagazine.co.uk. *Please note:* Entries submitted for the early bird deadline must arrive by this date. It is not possible to 'book in' for the early bird.

Any entry with fees outstanding on 2 September will be withdrawn and payment still required.

NOT-FOR-PROFIT RATE

The not-for-profit rate only applies to not-for-profit organisations entering on their own behalf, and not for agencies

or companies submitting applications involving charities.

OVERSEAS ENTRIES

The *CorpComms Awards* are designed for UK-based organisations. However, entries from overseas organisations will be considered if the work has been conducted on behalf of UK-based clients or has a British element.

CONFIDENTIALITY

Our judges will act with discretion regarding the information they view. However, *CorpComms Magazine* does use information from the executive summary to promote the winners, and shortlisted candidates, both in the publication and online. All winning entries will be written up for the Book of the Night. If aspects must remain within the confines of the judging room, please make this clear on the executive summary.

CATEGORIES

BEST ANNUAL REPORT

- FTSE100 organisation
- FTSE250 organisation
- Listed organisation
- Unlisted organisation

We are looking for a report that clearly articulates the company's strategy and/or investment case in an engaging and inventive way. Judges pay special attention to:

Accessibility: is the report easy to read?

Design: are the images and graphics clear?

Narrative: is the organisation's story well told?

Best practice: does the report follow the recommended guidelines?

SUSTAINABILITY REPORT

The judges are looking for a report that clearly articulates an organisation's sustainability goals, reflects how these are aligned against its corporate strategy and demonstrates how progress is being measured.

CORPORATE WEBSITE

This can be a relaunched website or just one of which an organisation is proud. The judges will be looking for a well-designed and responsive website that takes into account the needs of its various stakeholder audiences. They will be examining the user journey, content and how the corporate narrative is brought to life.

BEST CORPORATE PUBLICATION

EXTERNAL

The judges are looking for a printed publication that demonstrates its understanding of its audience both through its design and content. They will consider return on investment.

INTERNAL

The judges are looking for a staff magazine that engages that most discerning of audiences in a creative and informative manner.

MOST CREATIVE USE OF CONTENT

The judges are looking for a one-off campaign or ongoing initiative, such as an online publication or social media channel, which is brought to life through the creative use of content.

BEST CRISIS OR ISSUES MANAGEMENT

The judges are looking for a well-defined and well-executed strategy that served to mitigate the potential fall-out from a major issue or crisis.

BEST CORPORATE RESPONSIBILITY INITIATIVE

The judges are looking for a one-off campaign or an ongoing strategy that demonstrates an organisation's role as a responsible corporate citizen.

BEST CORPORATE PARTNERSHIP

The judges are looking for a partnership between a corporate and a charity, not-for-profit organisation or a local community in which both sides benefit from the experience, although not necessarily financially.

BEST INTERNAL COMMUNICATIONS STRATEGY

The judges are looking for a strategy that was created to resolve or improve a specific issue with evidence of its progress or success.

BEST EMPLOYEE ENGAGEMENT PROGRAMME

The judges are looking for a specific initiative or project that has increased employee engagement and boosted two-way dialogue within an organisation.

BEST CITY COMMUNICATIONS

The judges are looking for an ongoing programme of investor and financial media engagement or a specific one-off project or campaign, such as an IPO. Personal finance initiatives should be entered into the Best Consumer Campaign category.

BEST CAMPAIGN

- DIGITAL OR SOCIAL MEDIA
- MEDIA RELATIONS
- CORPORATE
- CONSUMER
- INTERNATIONAL
- PUBLIC AFFAIRS
- LOW-BUDGET (LESS THAN £20,000)

The judges are looking for highly creative and effective campaigns that are designed to meet a specific objective. Judges pay special attention to:

Value for money: was this campaign worthwhile or an expensive brand awareness initiative?

Originality: is this campaign truly unique or a rehash of an old idea? Have we seen it before?

Creativity: does this campaign capture the imagination?

Results: does this campaign fulfil the brief? Do its results match the original objectives?

BEST LIVE EVENT

INTERNAL

The judges will be looking for a creative and innovative event that captures the attention of employees. They will want to see evidence that the event has achieved its objectives. Filmed footage and images should be provided.

EXTERNAL

The judges will be looking for a one-off or a programme of creative and innovative events that engage specific external stakeholder audiences. They will want to see evidence that the event has achieved its objectives. Filmed footage and images should be provided.

BEST USE OF VIDEO

The judges are looking for a campaign in which video has played an integral part. It does not matter if the video has been shot on a smartphone or produced to Hollywood standards, the judges want to see evidence of creativity and effectiveness. Results matter.

BEST IN-HOUSE TEAM

- CORPORATE COMMUNICATIONS
- MEDIA RELATIONS
- INTERNAL COMMUNICATIONS

The judges are looking for an in-house team that works well together, where each member plays an essential role, and has demonstrated the value of their input. It is not necessary to have worked on a high-profile campaign over the qualifying period, although entries that reflect 'business as usual' do not fare as well as those that have enacted new initiatives.

YOUNG ACHIEVER

Open to communications professionals working in-house or within a consultancy who are aged 30 or under as at 1 July 2019. The judges will be looking for evidence of the individual's own initiatives and work, rather than their contribution as part of a team. Shortlisted candidates will face a telephone interview.

CATEGORIES ENTERED [please tick appropriate boxes]

BEST ANNUAL REPORT

- FTSE100 organisation
- FTSE250 organisation
- Listed organisation
- Unlisted organisation

BEST SUSTAINABILITY REPORT

BEST CORPORATE WEBSITE

CORPORATE PUBLICATION

- External
- Internal

MOST CREATIVE USE OF CONTENT

BEST CRISIS OR ISSUES MANAGEMENT

BEST CORPORATE RESPONSIBILITY INITIATIVE

BEST CORPORATE PARTNERSHIP

BEST INTERNAL COMMUNICATIONS STRATEGY

BEST EMPLOYEE ENGAGEMENT PROGRAMME

BEST CITY COMMUNICATIONS

BEST CAMPAIGN

- Digital or social media
- Media relations
- Corporate
- Consumer
- International
- Public affairs
- Low budget (under £20,000)

BEST LIVE EVENT

- Internal
- External

BEST USE OF VIDEO

YOUNG ACHIEVER

BEST IN-HOUSE TEAM

- Corporate communications
- Media relations
- Internal communications

ENTRY BOOKING

EARLY BIRD SUBMISSIONS BEFORE 19 JULY

Private and public sector **£280+VAT**
Not-for-profit **£220+VAT**
Helping hand* **£220+VAT**

*'Helping hand' is for start-up agencies less than 18 months old or one-person operations

ENTRIES SUBMITTED AFTER 19 JULY

Private and public sector **£350+VAT**
Not-for-profit **£250+VAT**
Helping hand* **£250+VAT**

TABLE BOOKINGS

It is possible to book a non-refundable table or spaces held at last year's prices when submitting entries.

<input type="checkbox"/>	table of 10 @ £2,750+VAT
<input type="checkbox"/>	table of 12 @ £3,225+VAT
<input type="checkbox"/>	space[s] @ £300+VAT
<input type="checkbox"/>	charity space[s] @ £200+VAT

Entry fee

Dinner fee

Grand total

PERSONAL DETAILS

Name	<input type="text"/>
Job title	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
	<input type="text" value="Postcode"/>
Tel	<input type="text"/>
Email	<input type="text"/>

Please invoice me

*Any entry with fees outstanding at 2 September will be withdrawn from consideration but payment still required

TERMS AND CONDITIONS

Entry fees are non-refundable. Submitted entries can be withdrawn until 6 September, but will still be charged. Hardy Media reserves the right to withdraw any category if the judges feel the standard of entries is not high enough to warrant recognition.

PAYMENT DETAILS

I enclose a cheque made payable to Hardy Media Ltd

Please charge my Visa/MasterCard/AmEx

Card number

Cardholder's name

Expiry date

DECLARATION

I hereby accept the rules of entry and declare that my entries fulfil the eligibility criteria. All facts and figures are accurate to the best of my knowledge.

Signature

Date