

SIX STEPS TO SUCCESS: WINNING AN IABC AWARD

NEW JERSEY/ IABC

6 IN 60: QUICK TIPS ON CREATING AWARD-WINNING PROJECTS

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Winning an IABC award is one of the most exciting moments in any professional communicator's career. IABC offers the opportunity to compete for industry recognition at three levels: chapter, region and international. Vitiello Communications Group has won awards at all three levels, and members of our team have judged competitions for IABC chapters and regions around the United States as well as for the prestigious Gold Quill Awards. We offer the following six steps to success based on our experience — and our enthusiasm for the thrill of the competition.

Wrap your mind around the process.

- Read the entry form thoroughly; select the competition category that best suits your work product.
- Create a checklist to ensure you prepare all components: work sample, work plan, entry form and entry fee.

Imagine you are the judge.

- Make it easy for the judge to like your entry and you.
- Follow the instructions in the call for entries.

Nominate your best work.

- Ask your business partners to help you select the best work sample to enter.
- Choose work that illustrates best practices, shows creativity, and for which you have measurable results.

Narrate your success story.

- Write your work plan according to the categories in the call for entries. Offer complete information.
- Tell the story of your success with a beginning (opportunity), middle (process), and end (results/measurement).

Entertain and engage the judges.

- Surprise, delight and amuse the judge who reads your work plan. Include results in a compelling narrative.
- Explain details to provide context and meaning to the judge who does not know you or your organization.

Request help; review; revise ... and relax.

- Visit the [IABC Web site](#) to read [tips on entering the Gold Quill Awards](#) and to review winning work plans.
- Review your work plan and entry package against your checklist. Ask a colleague to proofread all materials. Submit your entry and then relax. The rest is up to the judges. **Good luck!**



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