

**INTERNAL COMMUNICATIONS
AND ENGAGEMENT AWARDS**

ENTRY GUIDE

ENTRY DEADLINE 8 DECEMBER 2023

CONTENTS

About the awards	3
Why enter	4
Key dates	5
Fees	5
Categories	6
Writing your entry	7
Campaigns and communications, Process, Outputs and deliverables and Culture and purpose categories	8
Entry summary	8
Entry statement	8
Crafting a successful entry	9
Supporting materials	10
Best internal communications by sector	11
One to watch	12
Internal communicator of the year	13
Business leader of the year	14
Internal communications team of the year	15
FAQs	16
More chances to win	18



ABOUT THE AWARDS

The Internal Communications and Engagement Awards highlight the impact internal communications have on a business, the role of the internal communicator within an organisation and the creative strategies developed to promote an engaged workforce.

The awards will celebrate achievement in internal communications, honouring companies that communicate effectively with internal stakeholders.



WHY ENTER?

This awards programme recognises impactful and wide-ranging examples of internal comms campaigns and projects.

Winning an Internal Communications and Engagement Award helps set organisations apart from their competitors and provides the opportunity to engage internal teams.

Putting your organisation forward offers a chance to: Reflect and evaluate

Learn about your projects and compare them against peers

Engage stakeholders

Commend your internal teams and recognise their work at a prestigious awards ceremony in June 2024

Evidence excellence

To win or to be shortlisted, shows that you have reached the very highest standard, as judged by leading experts

If shortlisted, you'll be joining an illustrious roll call of past winners. Winning can be a great boost to team morale, as efforts and hard work have been recognised and benchmarked in a competitive field.



KEY DATES

Early entry deadline*

20 October 2023

Entry deadline

8 December 2023

Late entry deadline**

2 February 2024

* Magazine subscribers: Enter by 20 October 2023 to receive £150 off your total entry cost and your fifth entry for free. Subscribe to Communicate magazine here to take advantage of this exclusive rate.

Non magazine subscribers: Enter by 20 October 2023 to receive £100 off your total entry cost.

**A late entry charge of £125 will be applied to each entry submitted after 8 December 2023. No entries will be accepted after 2 February 2024.

FEES

£295 for the first entry from each organisation or submitting body

£195 for each subsequent entry from each organisation or submitting body

£195 for any entry from or on behalf of a charity, NGO, pressure group or otherwise NFP organisation

If you think you may be eligible for this discount, please contact Sophia at sophia.richards@communicatemagazine.co.uk or call +44 (0)20 3950 5356

All rates shown are excluding VAT

CATEGORIES

CAMPAIGNS AND COMMUNICATIONS

- Best internal communications campaign
 - SME
 - Large business under 10,000 employees
 - Large business over 10,000 employees
- Best communication of change or business transformation
- Best internal communications campaign across multiple markets
- Best alignment of internal communications with external messaging
- Best internal communications in a crisis

OUTPUTS AND DELIVERABLES

- Best use of mobile or apps
- Best intranet
- Best use of audio
- Best use of social media
- Best use of video and animation
- Best event
 - In-person
 - Online/Hybrid
- Best internal publication: Print
- Best internal publication: Digital
- Best innovation

PROCESS

- Best use of data
- Best use of content
- Best use of storytelling
- Best engagement of brand ambassadors
- Best evaluation process of internal communications
- Best ongoing commitment to internal communications

CULTURE AND PURPOSE

- Best communication of corporate culture
- Best engagement of corporate purpose
- Best DE&I initiative

SPECIAL RECOGNITION AWARDS

- One to watch
- Internal communicator of the year
- Business leader of the year
- Internal communications team of the year

BEST INTERNAL COMMUNICATIONS BY SECTOR

- Charity, NGO or NFP
- Education
- Energy and utilities
- Engineering and manufacturing
- Extraction (oil, gas and mining)
- Farming and agricultural
- Financial services
- FMCG
- Food and beverage
- Healthcare and pharmaceutical
- Industrial and basic materials
- Professional services
- Property, construction and facilities management
- Public
- Retail
- Sports, travel, leisure and tourism
- Technology, media and telecommunications
- Transport and logistics

WRITING YOUR ENTRY

There are no boundaries on the design, branding or format of the entry. The submission can be formatted portrait or landscape. Feel free to include the Internal Communications and Engagement Awards branding.

Judges often prefer entries that don't have too much text on one page as it makes them easier to read. You may wish to add images throughout the submission to help enhance and strengthen the narrative.

The most successful entries have a clear narrative and detailed SMART objectives. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

For the main awards categories, please prepare a single PDF document including:

1. Entry summary

2. Entry statement

A different format is required for the 'Best in sector' and 'Special recognition' categories. Please see pages 11, 12, 13, 14 and 15 respectively, for the correct entry format and guidance

3. Supporting materials

Please ensure your file is no larger than 10MB.



WRITING YOUR ENTRY

CAMPAIGNS AND COMMUNICATIONS, PROCESS, OUTPUTS AND DELIVERABLES AND CULTURE AND PURPOSE CATEGORIES

1. ENTRY SUMMARY

Provide a short summary of 300 words.

The summary should include the following:

- About the organisation – introduce your organisation to the judges
- Entry synopsis – a short summary of the project or campaign
- Category entered and why the work fits into that category
- Industry context – what is the company's place within the market?
- Budget (optional – please mark confidential where necessary)

Note: Please remember if you are looking to enter the same campaign/project into multiple categories, we recommend you tailor your entry summary/statement for each category entered.

We advise that the submission includes a guide on the project brief, budget and time frame to help put the project into context for the judges.

Any organisation can enter the awards providing the strategy or execution was developed, launched or carried out between August 2022 and February 2024.

2. ENTRY STATEMENT

Write an entry statement of up to 700 words.

The statement should include the following:

- Objective
- Research and planning
- Creativity and innovation
- Strategy and implementation
- Results

On the next page there are some key points on how to expand on each area. Judges will be referring to these criteria when reviewing the submissions. Successful entries have a clear narrative and detail **SMART objectives**.

CRAFTING A SUCCESSFUL ENTRY

OBJECTIVE

- What were the goals/targets?
- What did you want to achieve?
- Why were the objectives necessary?
- What prompted the project/campaign to be carried out?
- What was the brief? (optional)

RESEARCH AND PLANNING

- What research was conducted?
- How did it represent the target audience?
- Did the research expose any problems or challenges?
- Were changes needed to meet the objectives?

STRATEGY AND IMPLEMENTATION

- How was the research incorporated into the strategy?
- How did the project reach its target audience?
- How was the strategy implemented?
- Were there any unexpected problems or unforeseen circumstances?

If you would like assistance in writing your submission, contact our supporter and awards writing experts, **Boost**.

CREATIVITY AND INNOVATION

- How was the project/campaign innovative?
- What made the work stand out?
- How did the project/campaign creatively engage with the target audience?
- Were there any creative restrictions?
- How did you get around them?

RESULTS

Our judges focus on strong results. Please consider the following points to assist you in demonstrating your success:

- How did you meet your objectives?
- How did you measure the results?
- Is there any evidence to support the outcomes?
- Do you have tangible results you can share?
- Were there any unexpected outcomes?
- What was the ROI? (optional)
- How was the project received internally (if you're a creative agency this question is meant in terms of the client)? Judges appreciate it but often want more than anecdotal results

Note: The judges often ask for evidence of how the goals were met. The best entries include the ROI and ROO. Statistical data can be included in the supporting materials.

WRITING YOUR ENTRY

CAMPAIGNS AND COMMUNICATIONS, PROCESS, OUTPUTS AND DELIVERABLES AND CULTURE AND PURPOSE CATEGORIES

3. SUPPORTING MATERIALS

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. Please include materials that are directly relevant to the category. All supporting materials must be included in your entry PDF.

- Images illustrating the project or campaign
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please include a link rather than the video file within the entry PDF)
- Statistics: any relevant statistics (optional)
- Client feedback
- Testimonials

Note: Videos can be more than three minutes long if submitting for the 'Best use of video and animation' category. We do not accept video files and kindly ask that you provide a link and log in details where necessary. Please ensure there are no expiration dates on video links.

[ENTER HERE](#)



WRITING YOUR ENTRY

BEST INTERNAL COMMUNICATIONS BY SECTOR

Please provide an **800 word entry statement**. The judges want to discover how your organisation's internal communications stand out from your peers or other organisations in your sector. This is an opportunity for our judges to gain insight into the broad scope of work from the internal communications team.

Please consider the following areas in your submission:

CONTEXT

- Who is the organisation?
- What does the organisation do?
- Where does the organisation fit within its sector?

AREAS FOR CONSIDERATION

- Has anything happened which has affected or challenged the company?
- Sector challenges and the strategies implemented in response
- What are the organisation's areas of strength in internal communications?
- How has the organisation worked?
- A summary of the year's work
- What has been done to deliver outstanding engagement results?
How has this been measured?

SUPPORTING MATERIALS

Please include a selection of supporting materials that strengthen your entry by providing evidence. Materials should aid the narrative of your statement and can be:

- Images
- Video (up to three minutes, please include a link in the entry rather than sending the video file)
- Statistics and/or results
- Internal feedback
- Employee satisfaction scores
- Testimonials

WRITING YOUR ENTRY

ONE TO WATCH

This award is presented to an internal communications professional who is forging a great career in internal comms. They will have been in the role for less than three years. You can commend a colleague – or enter yourself. Remember this award is about the individual and judges should understand why they deserve to win. For entries into this category, please provide an **800 word entry submission**.

Please consider the following areas in your submission:

CONTEXT

This is your chance to provide some background information.

- What is the individual's organisation?
- What does the organisation do?
- Where does the organisation fit within its sector?
- Please share a brief outline of the individual's career to date

ABOUT THE INDIVIDUAL

Entrants should:

- Demonstrate the individual's potential, flair and creativity
- Explain how they have made an impact
- Explain why you/they deserve to be announced as a winner?
- Share what they think/you would gain from being awarded the 'One to watch' award?
- Share what they/you want to achieve in the future?
Personal or career goals?

ACHIEVEMENTS

- Please outline key achievements that will help you/them stand out against their peers. The judges will want to know how you/they have gone about your/their achievements.
- Please share examples of the individual's own initiatives as well as their contributions as part of a team.
- Do they have any outstanding work? Please share any results

SUPPORTING MATERIALS

Provide a solid written case for a nomination and supporting materials are recommended. These could be but are not limited to:

- Storyboards
- Feedback (reviews, appraisals, testimonials, customer/colleague feedback. Please note that we may use these comments in the winners' supplement.)
- Evidence to show business impact (survey results, sales figures (%), press releases etc.)
- Photographs, collateral
- Website links

WRITING YOUR ENTRY

INTERNAL COMMUNICATOR OF THE YEAR

This award is presented to an internal communications professional who has made the greatest impact on their company's or client's internal communications. You can recommend a colleague – or enter yourself. Remember this award is about the individual hence judges should understand why they deserve to win. For entries into this category, please provide an **800 word entry submission**.

Please consider the following areas in your submission:

CONTEXT

This is your chance to provide some background information.

- What is the individual's organisation?
- What does the organisation do?
- Where does the organisation fit within its sector?
- Please share a brief outline of the individual's career to date

ABOUT THE INDIVIDUAL

Entrants should:

- Demonstrate the effective strategic impact they have had on an organisation's employee and/or stakeholder communications
- Demonstrate the individual's potential, flair and creativity
- Explain how they have made a real difference through their delivery of internal comms
- Provide evidence of how they have implemented best practice. Evidence of results must also be given

ACHIEVEMENTS

- What has been achieved by the internal communicator in the past 18 months?
- Do they have any outstanding work? Please share any results

SUPPORTING MATERIALS

Provide a solid written case for a nomination and supporting materials are recommended. These could be but are not limited to:

- Storyboards
- Feedback (reviews, appraisals, testimonials, customer or colleague feedback)
- Evidence to show business impact (survey results, sales figures (%), press releases etc.)
- Photographs
- Collateral
- Website links

WRITING YOUR ENTRY

BUSINESS LEADER OF THE YEAR

This award is given to a business leader who understands the importance of internal communications. The winner of this award will demonstrate a track record of engaging their organisation's workforce. You can recommend a colleague – or enter yourself. For entries into this category, please provide an **800 word entry submission**. Entrants are encouraged to ensure the judges understand the strengths of the leader.

Please consider the following areas in your submission:

CONTEXT

- Who is the individual's organisation?
- What does the organisation do?
- Where does the organisation fit within its sector?
- Please share a brief outline of the individual's career to date

ACHIEVEMENTS

- What has been achieved by the business leader in the past 18 months?
- Did the team meet/exceed their targets?
- How well did the team inform and engage stakeholders?
- Did the business leader meet the stakeholder/company objectives?
- Have there been any surprise results?

MANAGEMENT AND LEADERSHIP

- How well does the business leader communicate with the team?
- Does the business leader:
 - inspire others to work collaboratively and creatively
 - demonstrate initiative
 - lead an effective team to achieve results
 - promote a work environment that is respectful and supportive
 - show a strong commitment to innovation and team development
- Is the business leader actively involved in any mentoring (formal or informal) and development of others?
- Are they an excellent role model?

WRITING YOUR ENTRY

INTERNAL COMMUNICATIONS TEAM OF THE YEAR

The recipient of this award is the team or organisation that best proves a commitment to high standards and a contribution to their company's or client's internal communications. Those shortlisted will demonstrate effective strategic impact. For entries into this category, please provide an **800 word entry submission**.

Please consider the following areas in your submission:

CONTEXT

This is your chance to provide some background information.

- What is the organisation?
- What does the organisation do?
- Where does the organisation fit within its sector?

TEAMWORK

Within the submission, please consider the following areas:

- A description of the team/department, its structure and personality - what makes the team special?
- Evidence of how the team has pushed for and implemented best practice must be provided
- Demonstrate the effective strategic impact the team has had on an organisation's employee and/or stakeholder communications
- How has the team involved other departments in their organisation to avoid a silo approach?
- Clearly communicate why the team is a worthy winner

RESULTS

Explain how the team worked together to meet targets. All results must be supported by evidence.

- Did the team work together to create new ideas and creative ways to achieve goals? (Include information on team meetings and events)
- Business impacts - How teamwork was effectively employed to deliver these impacts
- How their achievement fits with their organisation's purpose

SUPPORTING MATERIALS

- Storyboards
- Feedback (reviews, appraisals, testimonials, customer or colleague feedback)
- Evidence to show business impact (survey results, sales figures (%), press releases etc.)
- Photographs
- Collateral and website links

FAQs

WHAT IS THE TIME FRAME FOR ELIGIBLE WORK? CAN I ENTER WORK FROM LAST YEAR?

The time frame for eligible work is ordinarily 18 months prior to the final deadline. Please refer to the eligibility and rules section on the Internal Communications and Engagement Awards website for more details and specific dates.

CAN I ENTER MORE THAN ONE CATEGORY? IF SO, DO I NEED TO SUBMIT MORE THAN ONE PDF?

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

I'M NOT SURE WHICH CATEGORY TO ENTER. HOW SHALL I DECIDE?

If you are struggling to categorise your project, please email Sophia at sophia.richards@communicatemagazine.co.uk

HOW CAN I ENSURE THAT BUDGETS DISCLOSED ON THE ENTRY WILL REMAIN CONFIDENTIAL?

Don't worry – as long as you clearly mark the entry, where relevant, letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

IS IT OK IF THE WORD COUNT IS EXCEEDED?

The word count is set as a guide, and exceeding it slightly will not be penalised. However, considering the volume of materials read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

HOW SHOULD I INCLUDE MY SUPPORTING MATERIALS?

All supporting materials should be included within the document. Please hyperlink your videos in your PDF entry, rather than embedding the video. Embedded videos can often increase the size of your entry above the 10MB limit. Besides the supporting materials included within your entry, no other separate materials are required.

FAQs

ON THE 'ENTER NOW' SECTION OF THE WEBSITE, WHAT IS THE DIFFERENCE BETWEEN THE FIELDS 'COMPANY' AND 'ENTERING COMPANY'?

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

CAN PREVIOUS ENTRIES BE SENT TO POTENTIAL ENTRANTS?

As per our rules section on the Internal Communications and Engagement Awards website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

IS THERE A COST TO ENTER?

Yes. Rates are available on the Fees and Payments page on the Internal Communications and Engagement Awards website. There are also discount rates available for charities and an early entry discount for those who enter before a certain date.

WHY WON'T MY ENTRY SEND?

Please ensure that the document format is PDF. If you are receiving an error message telling you that supporting materials are required, you have exceeded the 10MB size limit. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

HOW DO I PAY FOR MY ENTRIES?

After you submit your entry, you will be prompted to pay online in GBP. If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356, where one of our team can explain other payment options.

CAN'T FIND THE ANSWER TO YOUR QUESTION?

Please contact Sophia at sophia.richards@communicatemagazine.co.uk or call our office at +44 (0)20 3950 5356.

Cravenhill Publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.



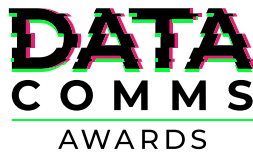
The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.



The Corporate & Financial Awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.



The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.

ENTER NOW

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Good luck!