



Roadmap to winning

Use this guide to help you develop an entry plan and avoid common mistakes

1

Read and review the award rules and deadlines carefully.

2

Determine what business campaign would stand out in a specific category.

3

Outline the items you need to collect (i.e., research, analytics, creative assets, etc.)

4

Begin drafting your work plan and answers to entry questions.

5

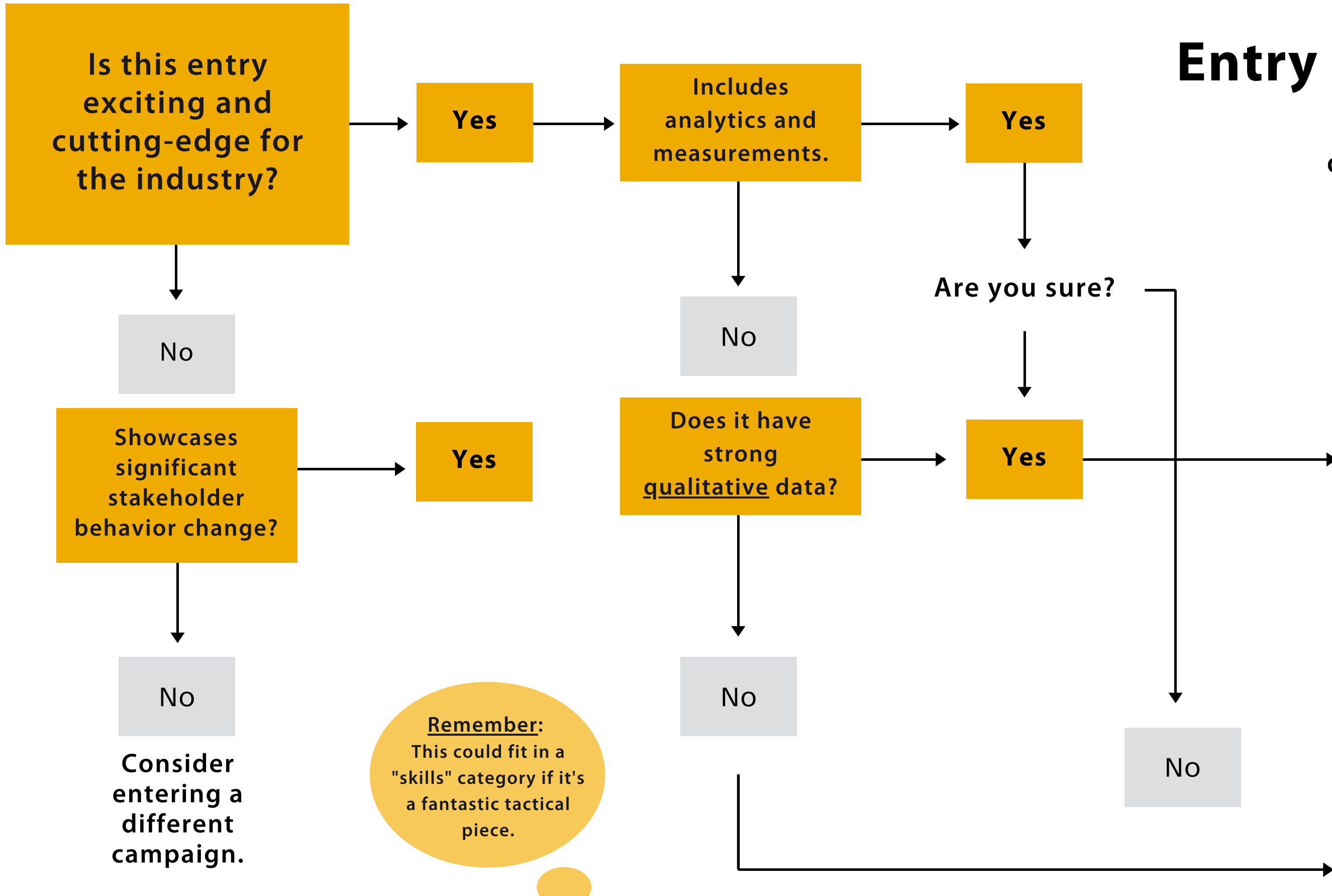
Have a colleague review your work plan and give you feedback as if they were a judge.

6

Make sure all your work samples look great and meet entry criteria.

7

Submit your entry and celebrate your successes!



Entry Decision Buddy

Use this guide with a colleague to determine if your entry tells a strong enough story for submission.

What are you waiting for? Submit your entry!

Your entry might not tell a strong enough story to merit an award. Consider entering a different campaign or collect more data.

Remember:
This could fit in a "skills" category if it's a fantastic tactical piece.

Using IABC's Global Seven-point Scale of Excellence to evaluate your submission plan.

When outlining your submission plan, use the Seven-Point Scale of Excellence to gage how each section of your entry measures up.

Scores of "outstanding" and "poor" are very rare to receive, so don't worry too much about being perfect or totally bombing an entry.

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 under-represented.
2	AN INADEQUATE APPROACH OR RESULT	A significant number of critical elements are missing.
1	POOR	Work that is wrong or inappropriate.

✓ Think Like a Judge

Before submitting for an award, use this checklist to gage the strength of the entry.

EXERCISE 4

	INTRODUCTION	RESEARCH	PLANNING & IMPLEMENTATION	EVALUATION & CONCLUSION	WORK SAMPLES
Does this <u>clearly</u> meet the judging criteria?					
Is this <u>measurable</u> , or can it be tied back to data/analytics?					
Does this showcase <u>behavior change</u> with key stakeholders?					
Is the work truly <u>outstanding</u> ? Does it demonstrate strong communications processes?					
Is this <u>attractive to read</u> ? (i.e., grammatically correct, not too wordy, sharp work samples)?					