**2021 IABC Heritage Region Silver Quill Awards work plan**

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| --- | --- |
| **Entrant:**  | **Division & Category:**  |
| **Organization:**  | **Time period:**  |
| **Entry title:**  | **Entrant’s role:**  |
| **Your team members names (if applicable):** |
| **Project description:**  |

**DIRECTIONS**

* Use this template only for entries in:
	+ Division 1: Communication Management
	+ Division 2: Communication Research
	+ Division 3: Communication Training and Education
* Provide required information for all 6 sections
* Your work plan must be **no more than four pages** with font no smaller than 10 point and margins no less than .5 inches
* Make sure your work samples are submitted with this work plan
* Tell the evaluators a great story
* Delete this text box once your work plan is complete
* Convert this file to a PDF and submit it online as your work plan
1. **BUSINESS NEED OR OPPORTUNITY**
2. **STAKEHOLDER ANALYSIS**
3. **GOALS AND OBJECTIVES**
4. **SOLUTION OVERVIEW**
5. **IMPLEMENTATION AND CHALLENGES**
6. **MEASUREMENT AND EVALUATION**