****

**International Association of Business Communicators**

**Silver Quill Awards**

**2021 Silver Quill Awards work plan for**

**Division 4: Communication Skills Resources**

Write your responses here. Check your response length in Word by selecting *Review* and clicking on *Word Count*. Make sure the *Characters (with spaces)* total is less than or equal to the maximums listed for each question. Then, simply copy your answers from this document into the online entry form.

1. Describe your organization. *(Maximum 800 characters, including spaces)*
2. Describe the business need that led to this project being undertaken. *(Maximum 1,000 characters, including spaces)*
3. Who were the audiences for this project? What do you know about them in relation to the communication opportunity? *(Maximum 1,000 characters, including spaces)*
4. What were the measurable objectives for the project? Please provide no more than three objectives and describe how they are aligned with the business need. *(Maximum 1,000 characters, including spaces)*
5. What were the key messages for the project? List no more than three key messages. *(Maximum 1,000 characters, including spaces)*
6. Describe the resources (budget, time, others) available for the project and how effectively they were managed. *(Maximum 1,000 characters, including spaces)*
7. Provide a brief summary of how you used these insights (business need, audiences, objectives and key messages) to guide the development of your project. *(Maximum 1,500 characters, including spaces)*
8. How well were the measurable objectives met? Please show the relationship between the objectives you set and the results you achieved. *(Maximum 1,000 characters, including spaces)*