



**The IABC Heritage Region
Silver Quill Awards Program
*Your silver lining from a
stormy year***

Questions and answers from April 28, 2021 webinar

- Q. Regarding the client permission letter requirement ... are advertising or marketing agencies considered consultants for the purposes of the award submission?
- A. Yes, if you're working for an advertising agency, you're likely creating an advertisement for a company. If, in your entry, you're going to talk about the client company's campaign, you'll need permission from that company to submit the entry. TIP: Request a permission letter from the client company before you start writing as sometimes the client company may not approve the submission.
- Q. Is the online questionnaire for all divisions or just the skills division?
- A. The online questionnaire is just for the Communication Skills division. You will write a work plan for divisions 1 (Communication Management), 2 (Communication Research) and 3 (Communication Training and Education). If you're submitting in division 4 (Communication Skills), you just need the online questionnaire. However, they all need the work sample.
- Q. On my entry, can I put the names of everyone on the project team or just one name?
- A. When you're ready to upload your award and you go into the awards website, you'll fill out a registration form. The entry has to be from one person. If you're submitting on behalf of a team, in the work plan template there's a place in the header where you can list team member names. We don't have a place to list team member names in the online questionnaire. However, if your entry earns a Silver Quill Award, we will contact you before we produce a trophy so we can make sure we put the correct names on the trophy. It can be more than one person's name on the trophy. TIP: Evaluators appreciate seeing credit going to a team.
- Q. Once I enter, when can I expect to hear about my evaluation results?
- A. We expect to announce results in the month of August. It takes some time to get through the evaluation process.
- Q. In addition to metrics, can we provide kudos from the audience as anecdotal evidence for measurement?
- A. Yes, anecdotal evidence is helpful and nice to have, but the evaluator wants to see metrics. It's the metrics compared to the results of the objectives that really count. Everything else is a bonus.



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- Q. If your work sample consists of videos, is it advisable to edit together short clips from several different videos into a short video? Let's say the videos are each one hour long. Should you edit a clip from several different ones into a one-minute video?
- R. Evaluators don't have time to watch one-hour videos for every entry, so it's preferable if you can direct the evaluator's attention to the point you're trying to make. When people submit for an award, they're really proud of their work, as they should be. But watching four hours of a video is too much to ask of our volunteer evaluators. Try to make it easier for the evaluator to understand what you did, how you did it and why it matters.

TIP: When you're uploading your work samples to the award software, you can include a short explanation to the evaluator stating, "Here's an edited piece that shows the highlights from these four videos." Below that, you could say, "If you have an interest in seeing the rest, here are links to the full videos." That way the evaluator knows they're not expected to watch all of it, but they can choose to watch portions of the longer videos at their discretion.