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Description automatically generated**

**International Association of Business Communicators**

**Silver Quill Awards**

**2022 Silver Quill Awards work plan for**

**Division 4: Communication Skills Resources**

Write your responses here. You can 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. Brief (one to two sentence) description of project. *(This is not evaluated. It gives the evaluator a high-level understanding of the project before reviewing the details. Maximum 800 characters, including spaces)*
2. Describe your organization. *(Maximum 800 characters, including spaces)*
3. Describe the business need that led to this project being undertaken. *(Maximum 1,000 characters, including spaces)*
4. 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)*
5. 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)*
6. What were the key messages for the project? List no more than three key messages. *(Maximum 1,000 characters, including spaces)*
7. Describe the resources (budget, time, others) available for the project and how effectively they were managed. *(Maximum 1,000 characters, including spaces)*
8. 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)*
9. 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)*