



2022 Communication Awards Program

Watch the [Zoominar Replay!](#)



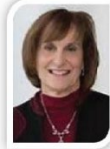
Alexandra Hichel
Silver Quill Co-chair



Cathy Vera-Burgos
Silver Quill Co-chair



Keri McLean
Gold Quill Evaluator



Lonnie Ross
Evaluations

**Showcase Your Success:
Keys to a Strong Silver Quill Entry**

[Submit Entry](#)

Questions from the Zoominar

Is it okay to include some output-based objectives, especially in the skills division (Division 4)?

With the focus on skills, you'll still want to explain the hoped-for outcome to help your skills shine. Where possible, always include "outcome-based" objectives. Review the rubrics so you know what the evaluators are looking for. If you do include "output-based" objectives, make sure they are specific, measurable, achievable, relevant and time-bound (SMART).

Do you recommend work plans be written out in only paragraph format or do you encourage a mix of bullets and short paragraphs?

Short paragraphs are good to make it easy for evaluators to read and understand your entry. However, bullets can make points stand out and including tables can be useful as well. Testing the readability of your Work Plan/Questionnaire with someone who doesn't know your project can give you some excellent insights.

We have a campaign currently running that we plan to enter in 2023. I assume the time period for next year will be the same and we can make this submission?

Absolutely. Next year's timeframe is expected to be for work occurring between January 2021 and the day of submission. Our entry dates occur at approximately the same time every year.

Is it a good idea to plan to work on your entry a few weeks in advance to reach out to various people in our company for the results and samples?

Yes, allotting more time for an entry gives you the ability to write, review and edit with fresh clarity, as well as gather and refine your Work Samples. One Award of Excellence recipient from last year spent two weeks on their entry.

If our entry earns an award, will the Work Samples and Work Plan be shared on your website? Or if we want to keep them confidential, is that doable?

It is completely up to you. We will reach out to those who earn an award and will ask at that time if you give your permission for this information to be posted on our website. We recognize that some of the work submitted needs client approval and there may be confidentiality agreements in place, so we understand when award recipients can't share their work.

Could we include hyperlinks within our Work Plan to view the Work Samples, for example, linking to a blog or YouTube video?

Your Work Samples don't belong in the Work Plan, so be sure to keep the two separate. However, you may submit a document with links or put the link itself in the Work Sample section when you upload your entry.

What's the best way to streamline your Work Samples so you aren't overwhelming evaluators with too much to review?

Pick the best samples to include and if you have multiple links, include them in one document (preferably a pdf) and outline what each link is and what it connects to. Be sure to package them so evaluators understand what they are looking at and how they connect to your Work Plan.

Will evaluators see the file names like Blogs.pdf?

Yes, so make sure to submit Work Samples with file names that look professional and speak to the overall professional entry you're submitting.

###

Additional Resources

Learn more about the IABC Heritage Region Silver Quill program at:

<https://iabcheritage.com/silver-quill-awards/how-to-enter/>

For questions, contact silverquill@iabcheritage.com

Join us on Facebook, too!

<https://www.facebook.com/groups/silverquillheritageregion>