

#insidestory awards 2017

Categories and criteria

1. Best internal communication campaign

- A. Small up to 5,000 employees
- B. Large 5,001 and more employees
 - Brief and objectives
 - Research, planning and strategy
 - Rationale behind campaign, including tactics, creativity and innovation
 - Implementation of tactics
 - Demonstrate how the campaign links to the wider communications strategy
 - Measurement and evaluation
 - Budget and cost effectiveness

This award recognises the successful engagement of internal stakeholders and /or changes in behaviour through on-going strategic internal communication and relations in support of organisational objectives, whether in the public or the private sector.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind campaign, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to campaign objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how campaigns were delivered in an inclusive manner, factoring in provisions made to reach relevant diverse groups of employees and stakeholders.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the campaign should be outlined and explained, with a clear of explanation of the timings chosen.

- Demonstrate how the campaign links to the wider communications strategy

Demonstration of how the campaign is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Evidence of real engagement or behavioural change. Measurement should relate to the research, planning, strategy, tactics and tools. The campaign should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to campaign activity, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- Standard: £95 +VAT (Multiple entry discounts apply)
- Entries submitted after 18:00 GMT on Wednesday 30 November 2016 will be charged the late entry fee of £150 +VAT. (Multiple entry discounts apply)
- Late entries will be accepted until 18:00 GMT on Wednesday 14 December 2016.

Payment options

- Payment can be made by debit or credit card via the online entry form.
- Note: The CIPR does not accept American Express.
- Payment can also be arranged via invoice – please ensure you include a PO number on the entry form if your organisation requires one on invoices.

- Invoices must be paid in full by 17:00 GMT on Thursday 15 December 2016 or entries will be withdrawn.

2. Best example of employee engagement programme

- A. Small up to 5,000 employees
 - B. Large 5,001 and more employees
- Brief and objectives
 - Research, planning and strategy
 - Rationale behind campaign, including tactics, creativity and innovation
 - Implementation of tactics
 - Demonstrate how the campaign links to the wider communications strategy
 - Measurement and evaluation
 - Budget and cost effectiveness

This award recognises the successful engagement of internal stakeholders and /or changes in behaviour through an on-going strategic programme of employee engagement in support of organisational objectives, whether in the public or the private sector.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind campaign, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to campaign objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how campaigns were delivered in an inclusive manner, factoring in provisions made to reach relevant diverse groups of employees and stakeholders

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the campaign should be outlined and explained, with a clear of explanation of the timings chosen.

- Demonstrate how the campaign links to the wider communications strategy

Demonstration of how the campaign is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Evidence of real engagement or behavioural change. Measurement should relate to the research, planning, strategy, tactics and tools. The campaign should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to campaign activity, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- Standard: £95 +VAT (Multiple entry discounts apply)
- Entries submitted after 18:00 GMT on Wednesday 30 November 2016 will be charged the late entry fee of £150 +VAT. (Multiple entry discounts apply)
- Late entries will be accepted until 18:00 GMT on Wednesday 14 December 2016.

Payment options

- Payment can be made by debit or credit card via the online entry form.
- Note: The CIPR does not accept American Express.
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3. Best change or transformation communication campaign

- Brief and objectives
- Research, planning and strategy
- Rationale behind campaign, including tactics, creativity and innovation
- Implementation of tactics
- Demonstrate how the campaign links to the wider communications strategy
- Measurement and evaluation
- Budget and cost effectiveness

This award recognises the successful communication of a change or transformation programme. Such as, effectively supporting the organisation or units to adapt and adjust, communicating change resulting in the engagement of internal stakeholders and /or changes in behaviour through on-going strategic internal communication and relations in support of organisational objectives, whether in the public or the private sector.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind campaign, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to campaign objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how campaigns were delivered in an inclusive manner, factoring in provisions made to reach relevant diverse groups of employees and stakeholders.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the campaign should be outlined and explained, with a clear explanation of the timings chosen.

- Demonstrate how the campaign links to the wider communications strategy

Demonstration of how the campaign is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Evidence of real engagement or behavioural change. Measurement should relate to the research, planning, strategy, tactics and tools. The campaign should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to campaign activity, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

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- Late entries will be accepted until 18:00 GMT on Wednesday 14 December 2016.

Payment options

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- Note: The CIPR does not accept American Express.
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4. Best public sector or charity campaign

- Brief and objectives
- Research, planning and strategy
- Rationale behind campaign, including tactics, creativity and innovation
- Implementation of tactics
- Demonstrate how the campaign links to the wider communications strategy
- Measurement and evaluation
- Budget and cost effectiveness

This award is specifically for those organisations that are not for profit. Such as the NHS, local and central government, charities and charitable organisations. This category is free to enter with another category entry such as Best internal communication campaign or it can be entered alone and paid for as a standard entry.

This award recognises the successful engagement of internal stakeholders and /or changes in behaviour through on-going strategic internal communication and relations in support of organisational objectives set against a backdrop of the specific budgetary and regulatory restraints faced by not for profit organisations.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind campaign, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to campaign objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how campaigns were delivered in an inclusive manner, factoring in provisions made to reach relevant diverse groups of employees and stakeholders.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the campaign should be outlined and explained, with a clear explanation of the timings chosen.

- Demonstrate how the campaign links to the wider communications strategy

Demonstration of how the campaign is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Evidence of real engagement or behavioural change. Measurement should relate to the research, planning, strategy, tactics and tools. The campaign should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to campaign activity, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

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5. Best international campaign

- Brief and objectives
- Research, planning and strategy
- Rationale behind campaign, including tactics, creativity and innovation
- Implementation of tactics
- Demonstrate how the campaign links to the wider communications strategy
- Measurement and evaluation
- Budget and cost effectiveness

This award recognises a successful strategic communications campaign or project undertaken in more than one country, either based in the UK or originating overseas. This award recognises the successful engagement of internal stakeholders and /or changes in behaviour through on-going strategic internal communication and relations in support of organisational objectives, whether in the public or the private sector.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

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- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind campaign, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to campaign objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how campaigns were delivered in an inclusive manner, factoring in provisions made to reach relevant diverse groups of employees and stakeholders.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the campaign should be outlined and explained, with a clear explanation of the timings chosen.

- Demonstrate how the campaign links to the wider communications strategy

Demonstration of how the campaign is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Evidence of real engagement or behavioural change. Measurement should relate to the research, planning, strategy, tactics and tools. The campaign should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to campaign activity, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

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- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)

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Payment and fees

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6. Most innovative approach to an internal communication challenge

- Brief and objectives
- Research, planning and strategy
- Rationale behind campaign, including tactics, creativity and innovation
- Implementation of tactics
- Demonstrate how the campaign links to the wider communications strategy
- Measurement and evaluation
- Budget and cost effectiveness

This category showcases problem-solving, innovation and creative thinking. Demonstrate here that what you have done is different and how you took a fresh approach to an internal communication challenge. Your project may fit here as well as one of the other categories such as Best internal communication campaign and is open to both private and public sector entrants.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind campaign, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to campaign objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how campaigns were delivered in an inclusive manner, factoring in provisions made to reach relevant diverse groups of employees and stakeholders.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the campaign should be outlined and explained, with a clear explanation of the timings chosen.

- Demonstrate how the campaign links to the wider communications strategy

Demonstration of how the campaign is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Evidence of real engagement or behavioural change. Measurement should relate to the research, planning, strategy, tactics and tools. The campaign should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to campaign activity, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)

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Payment and fees

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7. Best use of events

- Brief and objectives
- Research, planning and strategy
- Rationale behind the event/s, including tactics, creativity and innovation
- Implementation of tactics
- Demonstrate how the event/s links to the wider communications strategy
- Measurement and evaluation
- Budget and cost effectiveness

This award recognises a successful live event or collection of events organised in support of internal communication strategy or as part of a wider business strategy.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind event, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to event objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how events were delivered in an inclusive manner, factoring in provisions made to reach relevant, remote or mobile workers.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the event should be outlined and explained, with a clear explanation of the timings chosen. Outline details of design, production and support teams employed.

- Demonstrate how the event/s links to the wider communications strategy

Demonstration of how the event/s is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Measurement should relate to the research, planning, strategy, tactics and tools. The event should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to event activity, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- Standard: £95 +VAT (Multiple entry discounts apply)
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Payment options

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- Note: The CIPR does not accept American Express.
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- Invoices must be paid in full by 17:00 GMT on Thursday 15 December 2016 or entries will be withdrawn.

8. Best use of video

- Brief and objectives
- Research, planning and strategy
- Rationale behind the video/s, including tactics, creativity and innovation
- Implementation of tactics
- Demonstrate how the video/s links to the wider communications strategy
- Measurement and evaluation
- Budget and cost effectiveness

This award recognises a successful video/s created in support of internal communication strategy or as part of a wider business strategy.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind the video, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to the video objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how the video/s was delivered in an inclusive manner, factoring in provisions made to reach relevant, remote or mobile workers.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the event should be outlined and explained, with a clear explanation of the timings chosen.

Outline details of design, production and support teams employed.

- Demonstrate how the video/s links to the wider communications strategy

Demonstration of how the video/s is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Measurement should relate to the research, planning, strategy, tactics and tools. The event should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to the video, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- Standard: £95 +VAT (Multiple entry discounts apply)
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9. Best use of a digital platform

- A. ESNs or social media
- B. Intranet or microsite
- C. Employee Apps
- D. Digital magazines or e-zines

Please select your type of platform. Your category will be assessed as a digital platform, and a subcategory as appropriate.

- Brief and objectives
- Research, planning and strategy
- Rationale behind the choice of channel, including tactics, creativity and innovation
- Implementation of tactics
- Demonstrate how the channel links to the wider communications strategy
- Measurement and evaluation
- Budget and cost effectiveness

This award recognises a successful use of a digital platform created in support of internal communication strategy or as part of a wider business strategy.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind the choice of digital channel, including tactics, creativity and innovation

Explanation behind the idea, directly relating back to the digital channel objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how the digital channel was delivered in an inclusive manner, factoring in provisions made to reach relevant, remote or mobile workers.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the event should be outlined and explained, with a clear explanation of the timings chosen. Outline details of design, production and support teams employed.

- Demonstrate how the digital platform/s links to the wider communications strategy

Demonstration of how the digital platform/s is part of an integrated communications strategy and linked to the overall business strategy.

- Measurement and evaluation

Demonstration of outcomes and outputs. Measurement should relate to the research, planning, strategy, tactics and tools. The event should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to the digital channel, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)
- Log in to the intranet / application / ESN. Or a pdf of up to four pages that shows some key pages.

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- Standard: £95 +VAT (Multiple entry discounts apply)

- Entries submitted after 18:00 GMT on Wednesday 30 November 2016 will be charged the late entry fee of £150 +VAT. (Multiple entry discounts apply)
- Late entries will be accepted until 18:00 GMT on Wednesday 14 December 2016.

Payment options

- Payment can be made by debit or credit card via the online entry form.
- Note: The CIPR does not accept American Express.
- Payment can also be arranged via invoice – please ensure you include a PO number on the entry form if your organisation requires one on invoices.
- Invoices must be paid in full by 17:00 GMT on Thursday 15 December 2016 or entries will be withdrawn.

10. Best print magazine or newsletter

- A. Class 1 up to £50k annual spend
- B. Class 2 over £50k annual spend
- Brief and objectives
- Research, planning and strategy
- Rationale behind campaign, including tactics, creativity and innovation
- Implementation of tactics
- Measurement and evaluation
- Budget and cost effectiveness

This award recognises a publication aimed at an organisation's internal stakeholders to meet specific internal communication and business objectives as a one-off project or as part of a wider engagement campaign.

Entries must relate to work carried out in the last 12 months and may be ongoing. Judging will be focused on the work delivered in the last 12 months up to the date of the awards.

The entry submission must consist of no more than 1,000 words and must address the following headings:

- Brief and objectives

Entries should clearly set out the brief and specific objectives that the work addressed. Please include circulation figures.

- Research, planning and strategy

Entries should evidence a high standard of relevant research relating back to clear and SMART objectives. Detail of systematic planning should include a breakdown of all relevant employees and stakeholders. Strategy should explicitly relate back to the brief and objectives.

- Rationale behind campaign, including tactics, creativity and innovation

Explanation behind the publication, directly relating back to campaign objectives and strategy. Tactics should be clear and relevant, detailing all aspects of creativity and innovation – outlining the reasons why various tools and approaches were chosen.

Note: Entrants should include detail of how the publications were delivered in an inclusive manner, factoring in provisions made to reach relevant diverse groups of employees and stakeholders.

- Implementation of tactics

To be clearly represented with a timetable of tactics and actions. Preparation and different phases of the campaign should be outlined and explained, with a clear explanation of the timings chosen.

- Measurement and evaluation

Demonstration of outcomes and outputs. Engagement of target readers should be outlined. Measurement should relate to the research, planning, strategy, tactics and tools. The publication should be evaluated in context of the brief and objectives - detailing any adjustments made as a result of measurement and evaluation.

- Budget and cost effectiveness

Budget information should be broken down appropriately in relation to publication activity, clearly accounting for all costs. Cost effectiveness must be addressed on the basis of quality, cost and value for money to the client/employer.

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- One or two e-versions of your publication in pdf format
- Note: The maximum file size for each publication upload is 10MB
- Please send two hard copies of up to two different issues of the publication that you would like judged by post to:
 - CIPR Inside, c/o 40 Haverstock Road, Bournemouth, BH9 3HF.
 - To arrive by Thursday 1 December 2016 for standard entries and 15 December 2016 for late entries.
 - Anything received past these dates for your entries will not be included in the judging.
 - A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- Standard: £95 +VAT (Multiple entry discounts apply)
- Entries submitted after 18:00 GMT on Wednesday 30 November 2016 will be charged the late entry fee of £150 +VAT. (Multiple entry discounts apply)
- Late entries will be accepted until 18:00 GMT on Wednesday 14 December 2016.

Payment options

- Payment can be made by debit or credit card via the online entry form.
- Note: The CIPR does not accept American Express.
- Payment can also be arranged via invoice – please ensure you include a PO number on the entry form if your organisation requires one on invoices.
- Invoices must be paid in full by 17:00 GMT on Thursday 15 December 2016 or entries will be withdrawn.

11. Best agency

- Business objectives and budgets
- Business and team strategy
- Commitment to professionalism
- Achievements and measures of success
- Campaigns and projects

This award recognises the achievements, performance and excellent work over the past year of an agency. There will be a judging day for the shortlisted agencies to attend and be assessed at a judging panel.

The entry submission must consist of no more than 1,000 words and must address the following:

- Business objectives and budgets

Date of incorporation, number of employees - including executive / support staff - and annual fee income. Business objectives and analysis of performance against budget over the past one to three years

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

- Business and team strategy

A brief overview of business / team strategy

- Commitment to professionalism

A summary of commitment to CPD and professionalism and how the team is supported to achieve their potential.

- Achievements and measures of success

A summary of recent outstanding achievements, including client list growth / retention

- Campaigns and projects

A summary of a campaign or project you are particularly proud of, including details of the brief, objectives, strategy and tactics, outputs, outcomes, and budget. This campaign must have been undertaken in the 12 months leading up to these awards.

- A brief statement on what makes you special as a consultancy.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)
- One team photo (in landscape format).

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- Standard: £95 +VAT (Multiple entry discounts apply)
- Entries submitted after 18:00 GMT on Wednesday 30 November 2016 will be charged the late entry fee of £150 +VAT. (Multiple entry discounts apply)
- Late entries will be accepted until 18:00 GMT on Wednesday 14 December 2016.

Payment options

- Payment can be made by debit or credit card via the online entry form.
- Note: The CIPR does not accept American Express.
- Payment can also be arranged via invoice – please ensure you include a PO number on the entry form if your organisation requires one on invoices.
- Invoices must be paid in full by 17:00 GMT on Thursday 15 December 2016 or entries will be withdrawn.

12. Best in house team

- Business objectives and budgets
- Business and team strategy
- Commitment to professionalism
- Achievements and measures of success
- Campaigns and projects

This award recognises the achievements, performance and excellent work over the past year of an in-house team. There will be a judging day for the shortlisted teams to attend and be assessed at a judging panel.

The entry submission must consist of no more than 1,000 words and must address the following:

- Business objectives and budgets

Number of employees in the team - including executive / support staff. Annual internal communication budget. Business objectives and analysis of performance against budget over the past one to three years

Note: Failure to include budget figures will result in a score of zero for this section of criteria. Per head/reach figures will not be accepted.

- Business and team strategy

A brief overview of business / team strategy that drives the activity of the team

- Commitment to professionalism

A summary of commitment to CPD and professionalism and how the team is supported to achieve their potential.

- Achievements and measures of success

A summary of recent outstanding achievements.

- Campaigns and projects

A summary of a campaign or project you are particularly proud of, including details of the brief, objectives, strategy and tactics, outputs, outcomes, and budget. This campaign must have been undertaken in the 12 months leading up to these awards.

- A brief statement on what makes you special as a team.

Entry submission

Please ensure you have the following items to upload to your entry:

- Your 1,000-word text only submission, to be entered into the text boxes on the online entry form.

- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One campaign image.
- One company logo.
- One video link /file upload (optional)
- One team photo (in landscape format).

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication. Video files should be in mp4 or wmv . They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- Standard: £95 +VAT (Multiple entry discounts apply)
- Entries submitted after 18:00 GMT on Wednesday 30 November 2016 will be charged the late entry fee of £150 +VAT. (Multiple entry discounts apply)
- Late entries will be accepted until 18:00 GMT on Wednesday 14 December 2016.

Payment options

- Payment can be made by debit or credit card via the online entry form.
- Note: The CIPR does not accept American Express.
- Payment can also be arranged via invoice – please ensure you include a PO number on the entry form if your organisation requires one on invoices.
- Invoices must be paid in full by 17:00 GMT on Thursday 15 December 2016 or entries will be withdrawn.

13.Future Leader Award

The future leader award recognises the individuals who are making a significant contribution in their internal communication career and are considered to be future leaders of the profession.

Please submit by 18.00 30 November 2016

Nomination – why you are nominating this individual for the Future Leader award?

This award recognises an individual who is set for a great career in internal communication. It recognises their achievements, performance and excellent work in internal communication to date and rewards them by giving them opportunities to advance their career with support of CIPR Inside. It aims to help individuals take the next step into leadership in communication.

Please provide 100- 150 words about your nominee. Why you believe that they are eligible for this award. We will then approach the nominees and ask them a set of questions to support their entry and include them in the judging process.

Your contact details

Your name

Your email

Your telephone number

Your nominees contact details

Their name

Their email address

Their telephone number

Nominees questions:

1. What do you believe makes great internal communication?
2. What are the two things you are most proud of in your internal communications career?
3. What do you do to keep ahead of the game when it comes to your professional development and/or being a champion for internal communication?
4. In your view, what's next for internal communications?
5. What are your top tips for measuring the success of internal communication?

[this part needs to be submitted by 18:00 on 14 December]

Entry submission – for the nominee

Please ensure you have the following items to upload to your entry:

- Answer the questions listed above
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One individual headshot (in portrait format).
- One company logo.

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication Videos files should be mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

This category is free to nominate and enter

Nominations should be submitted by 18:00 30 November

Nominees will be contacted and asked to supply their part of the entry by 18:00 14 December.

14. Clare Latham award

The Clare Latham award recognises and outstanding individual contribution to the profession of internal communication. It is a very special award in memory of Clare Latham.

Nomination – why you are nominating this individual for the Clare Latham award?

This award recognises an individual for their achievements, performance and excellent work in internal communication over the course of their career.

Please provide 100- 150 words about your nominee. Why you believe that they are eligible for this award. We will then approach the nominees and ask them a set of questions to support their entry and include them in the judging process.

Your contact details

Your name

Your email

Your telephone number

Your nominees contact details

Their name

Their email address

Their telephone number

Nominees questions:

1. What do you believe makes great internal communication?
2. What are the two things you are most proud of in your internal communications career?
3. What do you do to keep ahead of the game when it comes to your professional development and/or being a champion for internal communication?
4. In your view, what's next for internal communications?
5. What are your top tips for measuring the success of internal communication?

[this part needs to be submitted by 18:00 on 14 December]

Entry submission – for the nominee

Please ensure you have the following items to upload to your entry:

- Answer the questions listed above
- Any supporting material (optional) - images, screenshots etc – should be uploaded in PDF format and no longer than 4 pages. Judges need your entry to be as succinct as possible and will not read more than 4 sides.
- A 30 word summary of your entry, written in the third person (a separate text box will be provided on the entry form).
- One individual headshot (in portrait format).
- One company logo.

Images must be 300 DPI and in JPEG, GIF or PNG format, and suitable for publication Videos files should be mp4 or wmv. They will be used at the Awards ceremony if you are shortlisted and may be used as marketing collateral.

Payment and fees

- This category is free to nominate and enter

Nominations should be submitted by 18:00 30 November

Nominees will be contacted and asked to supply their part of the entry by 18:00 14 December.

15.Judges special award

Every entry submitted will automatically considered for this award. It will be awarded to one entry that stands out for best practice, use of measurement and results achieved.