

IABC NASHVILLE

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS NASHVILLE CHAPTER

2011 GOLD PEN AWARDS ENTRY INSTRUCTIONS

All communication projects (entries) entered in the IABC Nashville 2011 Gold Pen Awards MUST have been created/completed between January 1st, 2010 and December 31st, 2010.

1. Complete an entry form for each entry being submitted, regardless of whether payment is made on a single entry form.
2. Attach a completed entry form to each separate Gold Pen Awards entry.
3. You **MUST** include the entry category number and category name for each entry form you complete for each entry. Thus, please download the entry categories for your use from our Gold Pen website.
4. If one company is submitting multiple entries, the company should use only one of the entry forms for complete payment for all of the entries it submits. In this case, please provide details for a single contact person when multiple entries from different entrants occur.
5. A check made payable to IABC Nashville in the proper amount for all entries from a single individual or company **MUST** accompany all entries for them to be valid and eligible for judging in the Gold Pen Awards. **No late payments permitted.**
6. All entries are due on or before 5 PM, CDT, on Friday, September 9, 2011 submitted at Redpepper Advertising, 110 29th Avenue North, Suite 100, Nashville, TN 37203. For directions you can refer to the Redpepper Advertising website (<http://Redpepperland.com/>) or call (615) 320.9335. **No late entries permitted.**
7. Please note that judging will be completed by professional communicators who are members of other IABC Chapters outside of the state of Tennessee.

STEP-BY-STEP ENTRY AND WORK PLAN INSTRUCTIONS

All communication projects (entries) entered in the IABC Nashville 2011 Gold Pen Awards MUST have been created/completed between January 1st, 2010 and December 31st, 2010.

1. Select a work sample.
 2. Choose a category (number and title).
 3. Complete a work plan for each entry.
- **A work plan must be included with each entry.** The plan provides details on the objectives of the project or program, how it was developed, and the results achieved. The work plan **MUST NOT** exceed 4 typewritten, double-spaced pages and must be in at least 10-point type.
 - **Each work plan must include the entrant's name.** The person who had the most significant role and will be named on the award must be listed on the work plan as the entrant's name. Other team members

may be named to be recognized at the banquet. Additional awards may be ordered for these individuals by sending an email message to ParcellsF@APSU.edu requesting a specified number of additional awards. Each additional award is available at a cost of \$35.00 a piece.

•**All entries must include the following details:**

a. **Background** – Include the purpose of the project, the need or opportunity presented, how it was addressed, the target audience (with specific demographics, and if relevant, psychographics) geographics (for target marketplace) and characteristics as well as a fairly detailed budget (an itemized budget is suggested).

b. **Objectives** – List the measurable, specific objectives set for the project.

c. **Implementation** – Explain why and how the solution, message, or design you chose addressed the need or opportunity and its' appropriateness for your audience.

d. **Results** – Provide the indicators used to measure the effectiveness, efficiency, and appropriateness of your project and the specific results achieved.

4. Complete the entry form. Print and fill out the entry form. **Each entry requires to copies of this form.**

5. Assemble the entry. Attach the work plan to the work sample. **Two, identical sets of your entry, along with your entry form, must be submitted. Only one entry will be returned!**

6. Pay the fees and pay attention to the due date as **no entries will be accepted after 5 PM, CDT, on Friday, September 9, 2011, at Redpepper Advertising, 110 29th Avenue North, Nashville, TN 37203.**

NOTE: One check may be written for all entries by one organization or individual. Please make the check payable to IABC Nashville and include it with your entry or entries. If an invoice or receipt is required, please indicate so on your form. If multiple entries are paid for in one check, please include a list of each entry with the total amount paid.

7. Mail or deliver your entries. **Again, all must be received by 5 PM, CDT, on Friday, September 9th, 2011, at Redpepper Advertising.**

SOME HELPFUL NOTES FOR ENTRANTS FROM DR. PARCELLS: In the past many entries have been evaluated poorly by judges based on inadequate detail in the target audience areas as well as for lack of budget specificity. Expectations are for information detailing demographics and/or, if relevant, even psychographics in addition to geographic precision on the target marketplace. Also line-item budgets detailing all costs involved with the project seem to be expected by most judges.

Contact Email Address: ParcellsF@APSU.edu

Contact Phone Number: (931) 221.6308 and leave your name, number, message, and a convenient time for a return call.