

IABC 2013 GOLD QUILL EVALUATION: ALL DIVISIONS

Division:	Category:
Entrant:	Entry title:
Evaluator number:	Entrant's role:

WORK PLAN

1: BUSINESS NEED AND COMMUNICATION OPPORTUNITY

How well does the entrant establish the business need and the related communication opportunity?

To what extent does the entrant . . .

1 - 7

Explain the business and communication environment including specific challenges that have occurred	
Align the communication opportunity and the business need by explaining how the project helped the organization	
Use research to substantiate the need and inform the direction of the communication strategy	
SCORE FOR SECTION 1 (TOTAL DIVIDED BY 3)	

Feedback

2: STAKEHOLDER ANALYSIS

How well does the entrant define, segment, and analyze the critical characteristics of the audience?

To what extent does the entrant . . .

1 - 7

Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinions, motivations or issues	
Include audience research that provides insight to the strategy	
Discuss how the stakeholder analysis will influence the communication project?	
SCORE FOR SECTION 2 (TOTAL DIVIDED BY 3)	

Feedback

3. GOALS AND OBJECTIVES

How well does the entrant set relevant, objectives that will measure the effect of strategic communication on the business?

To what extent does the entrant . . .

1 - 7

Distinguish between objectives, tactics, and an approach to the issue	
Establish measurable, relevant objectives that are stated as communication outcomes	
Align objectives with the stakeholder analysis and the business need	
Ensure that objectives will produce an effect on the stated business needs	
SCORE FOR SECTION 3 (TOTAL DIVIDED BY 5)	

Feedback

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4. SOLUTION OVERVIEW

How effective is the communication approach?

To what extent does the entrant . . .

1 - 7

Explain how the business needs, audiences and objectives are aligned with the strategic and/or creative approach, tactics, vehicles, media and communication channels	
Demonstrate that the audience analysis was taken into account when developing key messages for each group identified	
Provide an executive summary of the tactical execution plan listing the audience, tactics and timeline	
Demonstrate that the communication solution is aligned with the business needs	
SCORE FOR SECTION 4 (TOTAL DIVIDED BY 4)	

Feedback

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5. IMPLEMENTATION AND CHALLENGES

How well did the entrant manage issues related to budget and other resources?

To what extent does the entrant . . .

1- 7

Provide a budget that seems reasonable	
Demonstrate that time and other resources were effectively used	
Outline any challenges faced, and demonstrate that they were effectively managed	
Demonstrate consultation with stakeholders	
SCORE FOR SECTION 5 (TOTAL DIVIDED BY 4)	

FEEDBACK

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6. MEASUREMENT AND EVALUATION

How well were the communication objectives met?

To what extent does the entrant . . .

1 - 7

Align measurement with valid objectives	
Demonstrate output-based results and/or outcome-based results	
Provide a thorough evaluation that supports the results	
SCORE FOR SECTION 6 (TOTAL DIVIDED BY 3)	

Feedback

SCORE FOR WORK PLAN SECTION

(TOTAL OF SECTIONS ONE THROUGH SIX DIVIDED BY SIX X .35)

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WORK SAMPLE

7. STAKEHOLDER ALIGNMENT AND INFLUENCE

How well does the work sample reflect the audience characteristics, needs and preferences?

To what extent does the entrant . . .

1 - 7

Demonstrate good choices of messages, mediums, media and communication channels that align with the audience analysis	
Include messages that engage the intellect and/or emotions of the audiences, and influence thoughts or behaviours	
Integrate key messages, communication vehicles and channels	
SCORE FOR SECTION 7 (TOTAL DIVIDED BY 3)	

Feedback

8. ALIGNMENT WITH OBJECTIVES AND STRATEGY

How well is the work sample aligned with the objectives stated in the work plan?

To what extent does the entrant . . .

1 - 7

Provide evidence that program design is on strategy, and is consistent with business needs	
Demonstrate that work sample elements are clear, consistent, and communicated in a powerful way	
Demonstrate that work sample elements reflect the objectives, strategic thinking, key messages, and audience analysis as presented in the work plan	
Provide clear evidence that the work sample has the desired effect on the audience and the business needs	
SCORE FOR SECTION 8 (TOTAL DIVIDED BY 4)	

FEEDBACK

9. PROFESSIONAL EXECUTION

Given the budget and resources, how well does the work sample measure up to professional standards?

To what extent does the entrant . . .

1 - 7

Provide well-designed work sample elements that are likely to build reputation while delivering meaningful results	
Offer evidence of alignment with business and audience needs	
Demonstrate high-quality writing and production within budget and resource considerations	
Demonstrate consistency between what was presented in the work plan and what was delivered	
SCORE FOR SECTION 9 (TOTAL DIVIDED BY 4)	

FEEDBACK

10. OVERALL QUALITY

Given the interdependence among all sections, to what degree is the entry a strong blueprint for strategic planning and execution?

To what extent does the entrant . . .

0 - 7

Provide a well-written and produced entry that's easy to understand	
Offer a representative sample of all the elements and support material described in the plan	
Demonstrate strategic and creative thinking, and approaches that take the audience and business needs into account	
Demonstrate the ability of communication to influence valid business results	
SCORE FOR SECTION 10 (TOTAL DIVIDED BY 3)	

FEEDBACK

SCORE FOR WORK SAMPLE SECTION

(TOTAL OF SECTIONS SEVEN THROUGH TEN DIVIDED BY FOUR X .65)

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SCORE FOR WORK PLAN	
SCORE FOR WORK SAMPLE	
SCORE FOR THIS ENTRY (WORK PLAN PLUS WORK SAMPLE)	

THIS ENTRY MEETS STANDARDS ESTABLISHED BY THE IABC CODE OF ETHICS